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Návrh marketingové komunikace pro salon krásy
Design of Marketing Communications for Beauty Salon

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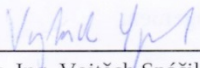
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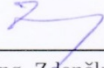
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Declaration

I declare, that I elaborated this thesis, including all the annexes individually.



Gabriela Urbaníková

In Ostrava on 12. 07. 2019

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1 INTRODUCTION

Marketing communication is an essential part of business marketing activities. It is the marketing communication that reaches the target groups and customers, maintains relations with them and receives feedback from them. Therefore, is the key for achieving goals, whether for a large prosperous international enterprise or a small business.

The aim of this dissertation is to design marketing communication for a small business Beauty Salon Venere, located in a Slovak town Zilina. The main motive for choosing this salon was the fact that its promotion is not as effective as it can be. The aim of this work is to propose a suitable communication mix that would give the salon a better position among competitors and raising awareness of its existence. Also, in small businesses like this, there is often a problem with designing and implementing marketing activities. The reasons are a limited budget and time. Small organisations often cannot afford to hire external party to help them with marketing. This is a problem as marketing is an individual concern and is different for every organisation. It is not a rule that what works for one beauty salon, will work for another as well.

Dissertation is divided into three parts and chapters. Firstly, Theoretical Issues of Marketing Communication is a theoretical introduction into the world of marketing communications. It talks about the key elements of marketing communications mix, marketing communication process, setting the marketing communication strategy, and introduce modern trends in marketing communication. Secondly, the chapter Characteristics of Beauty Salon Venere describes the current state of marketing communication activities of the salon and its strengths and weaknesses. The chosen data collection and analysis methods are explained in the Methodology chapter. Finally, the thesis contains analysis of marketing communication of Beauty Salon Venere and suggests recommendations to improve it.

2 THEORETICAL ISSUES OF MARKETING COMMUNICATIONS

The aim of this chapter is to summarize existing literature regarding to marketing communications of services. This has been divided into three main parts. The first part describes the core characteristics marketing communications, the second part describes the elements of communication mix and the third part talks about modern trends in marketing communication.

2.1 Introduction into Marketing Communications

2.1.1 Marketing Communication Concept

Marketing communications is described as a long-term process through which organisation and audiences engage with one another. The main purpose of marketing communications is to inform audience there exists a particular product or service and persuade them to purchase it. Marketing communications helps organisations to strengthen the position on the market and differentiate them from other organisations (Pelsmacker et al., 2018). Besides customers, organisations need to communicate effectively with all the stakeholders, such as business partners, suppliers, or public to stay competitive.

Several significant changes, using more media and channels had urged to integrate marketing communications tools for cost-effective marketing. This has led to the concept of key drivers of integrated communications containing loss of faith in mass media advertising, more emphasis on brand activation, media cost inflation, need for more impact, need for more cost-effectiveness and efficiency, media and audience fragmentation, increased reliance on highly targeted communications methods, increasing need for customer focus, digital information and database technology, low levels of brand differentiation, higher need for brand equity building, increased need for greater levels of accountability, online and social media communications literacy, overlapping audiences, more complex decision-making units, need to build more customer loyalty, and more towards relationship marketing (Pelsmacker et al., 2018).

The role of marketing communications is to create as many touchpoints with target audience as possible. The success is measured by tracking and monitoring techniques. These assess the effectiveness of a campaign at the brand level (Pelsmacker et al., 2018). There are

many aspects and methods how to measure the success in marketing. For instance, success can be measured by the number of customers who purchased product or service, number of followers on the social media account, retention rate of customers to the website, response rate or brand recognition (Kardes et al., 2015).

2.1.2 The Communication Process

The communication process is a part of every marketing message. We can define communication as the process of sending, receiving, and coding of the information. The well-known model of the communication process illustrated in the picture demonstrates, that sender should encode the message in the way receiver can easily understand it. The sender is sending the marketing message to receiver, that can be consumers, employees, media, etc. through message channel. Receivers give feedback on the message. There are factors that can change the form, content, and understanding of the message called noise. In communication process there is always the risk of transmitting and misunderstanding of the information (Pelsmacker et al., 2018).

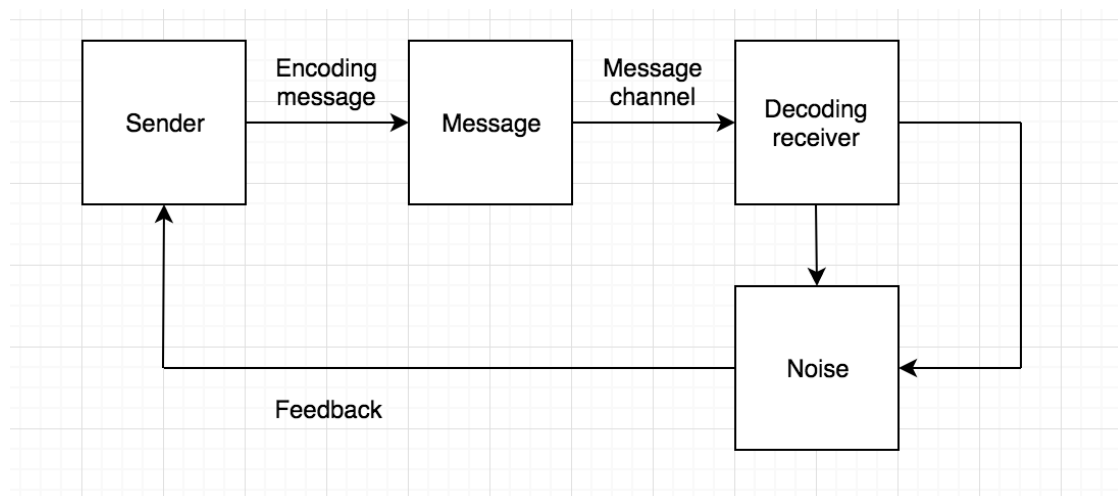


Figure 2.1: Communication Process

Source: Pelsmacker et al. (2018)

Goals of communication process can be:

- Provide information about product or service
- Differentiate the product from the competition and highlight its features
- Emphasize value and benefits of the product
- Increase of demand
- Strengthen long-term customer relationships
- Convince customers

(Zamazalova, 2009).

2.1.3 Setting Marketing Communication Strategy

The planning process includes a number of consecutive stages. Consequently, we can divide the activities of communication plan steps into following categories – targeting, setting objectives, decision about budgeting method, setting message, channel selection, and measurement.

Targeting

To design effective marketing communication, the targeting is important to take in account. The goal of targeting is to segment and divide the overall market into narrower groups for which it the company can create and customize its communication mix and advertising campaigns. Segmentation is a marketing technique with which the mass market is divided to clearly identified customer groups to meet their individual needs. The selected segment should be measurable, large enough, attainable, and different. After segmentation, the company should focus on choosing the most attractive target group. The factors such as scale and growth segment, structural attractiveness, business goals and budget and segment stability can be used to evaluate segments. The segment must be accessible and operational relative to goals. In the process of positioning is the goal of differentiating from competitors in customer awareness. It can be based on product characteristics, price, quality, usage, product class, product users, competitors or cultural aspects (Pelsmacker et al., 2018). Egan adds, that the company should also evaluate the current market opportunities and threats, current trends, but it should also be aware of the competition's communication activities (2015).

Objectives

After selection of target segment, setting the communication objectives follows the process. According to Pelsmacker et al. are communication objectives divided into three categories: reach, process, and effectiveness (2018). Reach means finding the most effective and efficient way to occupy target segment. The objectives of process then mean certain conditions that need to be met for effective communication. Efficiency goals are the most important category, as they ensure the right direction of action. The effective alignment of the goal, the chosen media and the message itself is the key to success. They are derived from marketing goals. (McDonald and Wilson, 2016). In model DAGMAR there are nine effects of objectives, which can be established during the communications process. It is category need, brand awareness, brand knowledge/comprehension, brand attitude, brand purchase intention, purchase facilitation, purchase, satisfaction, and brand loyalty (Pelsmacker et al., 2018). Same as marketing goals, the communication goals should be SMART (specific, measurable, agreed by the whole team, realistic and timed) as well (McDonald and Wilson, 2016).

Budgeting methods

Unfortunately, there is no exact guidance on how best to build a communication budget. Set the amount and distribution of financial resources to the different forms of communication requires experience and it is necessary to think about the financial possibilities of the company and the nature of business. Other aspects influencing budgeting are unexpected opportunities or threats, economic recession, market size, market potential, market share objectives, contingencies, economies of scale, organisational characteristics, planning gap, and crisis.

There are many methods for setting a budget. The most popular are marginal analysis, inertia, arbitrary allocation, affordability method, percentage of sales method, competitive parity method, and method of objective and task. Marginal analysis concept claims to invest resources as long as extra expenses are compensated by higher extra return. Inertia is not very a strategic method of budgeting as the budget is kept constant year on year not considering the market, competitive actions or consumer opportunities. Arbitrary allocation is simple but not appropriate. Most used at small companies where director's preferences over-rule the strategic thinking. Whatever the director decides is implemented. Affordability method means that the

company invests only sources which they can afford. It is often used by small or medium enterprises as it is available for limited budget (Pelsmacker et al., 2018). They neglect the fact that investment in communication can generate higher sales (Clow and Baack, 2018). However, the company can either spend more than it is needed or miss an opportunity because of a limited budget. Therefore, it is very inaccurate, so it is not advisable if the company has another option. The method percentage of sales means the budget is defined by a percentage of the projected sales of the next year. When using method of competitive parity, the company will set its budget by tracking the competitors' advertising activity, or directly track their spending. Finally, objective and task are the methods based on the set communication goals and the calculation of the costs necessary for their fulfillment. The sum of these costs is then a budget.

Message

In message the companies reflect to customers the reasons why they should buy their product and why is it special. Most of the companies stick to promoting one unique benefit of their brand. The benefit can have unique selling proposition such as functional superiority and high quality or emotional selling proposition. This communication should help to organisations to differentiate themselves from the competition. The uniqueness of the service should help to build customer-perceived value and generate people interested the organisation and its activities. It is important that the unique value of the product is perceived by the customer, so he sees that offer benefits him or her. Additionally, customers will be willing to invest money for purchasing the service. The content of the message can be anything that helps to customer to satisfy his or her needs. After establishing message, the process continues with developing a creative strategy. Marketing managers need to predict how the message should be understood by the audience and which feelings and impressions it should evoke. Based on this, the appropriate words, graphics, music and other elements forming the message are then selected. (Pelsmacker et al., 2018).

Channel selection

Then, it is the time to develop the method how to get in touch with customers. The communication channels present information to potential customers. At this stage, the enterprise must decide what part of the budget it will spend on each of the communication mix tools. The organisation needs to choose the most effective communication channels. The basic division of the communication channels is personal and non-personal. The communication channels can be controlled by the organisation, for instance the direct communication between the seller and buyer (personal) or media (non-personal). Also, there are communication channels, which the organisation cannot control, such as word-of-mouth (personal) or the media that organisation cannot control (non-personal). The Internet has brought and still brings new opportunities of marketing channels. For instance, a website, blogs, Youtube, and various social networks. Channel selection can be quite different within the frame the same sector. Businesses are still trying to find the most effective tools to replace less effective (Kotler and Keller, 2012).

Measurement

Finally, the results of the campaign are measured to find out how effective the campaign was. The campaign is tested by brand related effects, such as brand recall, loyalty, sales market share. Additionally, each communication tool is evaluated by a specific technique. There are lots of metrics that can be measured. For instance, in online marketing can be measured the number of visitors of the website, retention rate to the website, number of social media followers and likes, increase of sales, conversions, etc. For every type of organisation, it is necessary to be aware about the effectiveness of the campaigns in terms to achieve positive results both in short-term and long-term perspective. Measurement is also related to return on marketing investment (ROMI) (Pelsmacker et al., 2018).

2.2 Marketing Communications Mix

Communication mix can be called as “voice of the brand”. What does make brand successful? At first brand is clearly perceived as having unique benefits and being different from competition by consumers. Second aspects are quality and added value not only of the product or service but also of the additional service. Finally, innovations for adaptability to consumer’s needs and keeping ahead of the competition (Pelsmacker et al., 2018).

The way how the organisation communicates with audience creates brand awareness and builds the image. Positive brand recognition and image contributes a great value to organisation. The core elements of marketing communications are advertising, sales promotion, direct marketing, personal selling, and public relations.

2.2.1 Advertising

The first element of marketing communications mix is advertising. This type of marketing individuals see and remember the most frequently in every-day life.

Fill defined advertising as a paid, non-personal form of communication from an identified sponsor, using mass media to persuade or influence an audience (2009). It is considered as a significant element of communication mix as it influences the way how do people behave, think, or feel. The advantage of advertisement is the possibility to engage a large group of audience with simple message. It is an excellent tool for positioning and differentiation of the brand. The brand message is reinforced by reminders, reassurances, or even refreshment of an individual’s perception of the brand (Egan, 2015).

Principle of 5M for successful advertisement includes Mission, Money, Message, Media, Measurement. The first step to develop successful advertising program is to set an advertising objective. Possible advertising objectives could be informative, persuasive, and reminding. In the most cases, the informative objectives are used for introducing the new product to the market. The task of persuasive objective is to show to customers the value of product in comparison with competitive products. The goal is to encourage them to switch a brand and change their perception of product value. To maintain customer relationships and keeping the product in their mind off-seasons, the reminder objective is recommended.

It is often utilized when the competition is growing to stress the uniqueness of the product (Kotler, 2017).

After setting the objective, the organisation should next allocate resources for an advertising program. To set the amount of financial resources requires experience. It is necessary to consider the financial possibilities and the nature of the business (Pelsmacker et al., 2018).

People will engage and react to advertising program only if they will believe the communicated message.

However, advertising is still not enough to ensure the change in consumer behaviour will happen. To stimulate a change and motivation to act it is necessary to include different elements of marketing communications mix.

2.2.2 Sales Promotion

Sales promotions means action of communications to generate extra sales, both from existing customers purchasing more products and by temporarily attracting new customers on the basis of a temporary incentive or deal (Pelsmacker et al., 2018). Dahlen et al. perceives sales promotion as a call to action for customers for immediate economic response and for building long-term relationship as well by rewarding them for their behavior (2010).

In contrast to many other techniques of communication mix, sales promotion is mostly used for short period of time-limited in time and space (Pelsmacker et al. 2018). Even though sales promotions offer better value for money, it is not simply a discount strategy. Wide range of sales promotions technique includes money off (online, delivered or point-of-sale coupons), bonus pack offers (e.g. 50% free), bonus offers (e.g. buy one, get one free), refunds, combined offers (e.g. buy product A and get product B free of charge), sampling, premium and self-liquidating premiums, loyalty schemes (including money off or rewards), competitions (Egan, 2015). All these techniques are easy to measure and that is one of the reasons why is sales promotion popular between marketers.

There are many objectives which can be reached using sales promotions. For instance, increase of sales, introduction of new product, brand extension, encourage brand switching,

neutralize or disrupt competitors, reward loyal customers, build database, and target a specific segment (Egan, 2015).

Sales promotion has its limitations which marketing manager needs to keep in mind. Firstly, if the organisation use sales promotions very often, customer might start to take it automatically and do not consider it as a special offer. If the objective of using sales promotion is brand switch, customer's decision is often only a temporary decision. And last, but not least, customer might perceive discounted product negatively and most likely he or she would not make purchase the product without discount offer (Blythe, 2005).

2.2.3 Direct Marketing

Direct marketing can be defined as interactive system of marketing using one or more advertising media to affect a measurable response and transaction in any location. Even though advertising media, such as personalized brochures and leaflets (with potential feedback), direct mailings, telemarketing actions, direct response and advertising, etc. are used, unlike communication tool advertising, direct marketing initiates people to act (Egan, 2015). Frequently it is described as personal selling because of personal face-face way of communication with customer or potential client (Pelsmacker et al., 2018).

Since services are inseparable, personal selling is an essential part of them. Interaction between sales agent and potential customer is highly influencing customer decision. The contact is important for clear explanation and discussion of the service (McDonald and Wilson, 2016).

2.2.4 Personal Selling

Service provider has an opportunity to strength a good relationship and build trust. Personal selling is representation, interaction in order to perform, persuade, or demand to take appropriate action in the way desired by initiator. As sales promotion, it is seen as a short-term stimulus to purchase. Personal selling is the most effective when relationship building is a part of the marketing strategy (Egan,205).

In small organisation is a personal approach, such as remembering customer's name and preferences the key to build a good relationship. Initiator finds out different requirements of different people in different stages of buying process what is useful information when

creating a marketing plan. The methods how to communicate personal selling in successfully are to give client an opportunity to ask questions, use as advantage that message is more flexible **to meet** customer's personal needs, use of in-depth knowledge to relate the message, ask for an order, negotiate the price, delivery, or special requirements (McDonald and Wilson, 2016).

2.2.5 Public Relations

The main goal of public relations is to fill the gap between the way how is company seen in the public and how it wishes to be seen. It is planned and sustained process to maintain good will between organisation and its various audience. Every organisation would like to earn understanding and support influencing opinion and behaviour. The various audience might include customers, stakeholders, community, financial markets, existing and potential employees, media, influencers, suppliers, government, distributors, etc. (Egan, 2015).

Obviously, media relations are the huge part of PR activities. It covers communication with media, e.g. press, radio, internet, television, etc. While maintaining relationship with these representatives, it is needed to maintain some ethical norms. For instance, it is unacceptable to insult or slander. In general, organisations mainly aim to impress target audience of people who can potentially become customers (McDonald and Wilson, 2016).

If the company is experiencing crisis, it is the role of PR to guide company without damaging reputation.

2.3 Trends in Marketing Communication

2.3.1 Digital Marketing

According to Chaffey, Internet is the physical network that links computers across the globe, which consists of the infrastructure of network servers and communication links between them that are used to hold and transport the vast amount of information on the Internet (2015).

There are 3.9 billion people worldwide using Internet (Statista, 2018). The Internet was originally created to possible communication in case of nuclear war. Later, it was adapted to academic purposes. Through historical development and international effort became as we know it today - a unique, independent medium that is not owned or operated by any commercial or government body.

Thanks to the Internet, the audience, which was not possible to catch, is now online, available, and attentive. Businesses are not only delivering and exchanging information, but also using internet for sales, cooperation, or customer service (Clow and Baack, 2018).

The internet is very helpful for marketing purposes because of data collection and personalization. It is possible to identify who are our customers, what do they buy, what do they want, how can online communication be tailored to their needs, etc. The communication is then more personalized, for instance in e-mails (Pelsmacker et al., 2018). In certain instances, small and medium organisation can build a competitive advantage against large organisation using the Internet. The key is content, creativity, and the way of communication (Kardes et al., 2015).

The marketing and business strategies of organisations have significantly changed after creation of the first website back in 1991. Business owners have to determine how to apply digital marketing communications technologies to transform their organizations (Chaffey, 2015). Digital marketing includes buying and selling of information, products, and services via computer networks or internet (Kardes et al., 2015). New electronic and Internet- based communications approaches offer for organizations many opportunities to make their business more competitive and improve their services. Electronic communication, mainly inbound marketing and mobile marketing are the key transformation elements for most of the

organizations. This includes search marketing, content marketing and social media marketing. With quality and interesting content, it is easier to search and subsequently purchase the products or services.

Digital marketing is evolving dynamically every day and for many segments it is the best way to communicate. The advantage of electronic marketing communication is at a lower cost for sale and promotion. The most powerful tool is undoubtedly the Internet. It offers a plethora of benefits such as quick and inexpensive communication through emails, access current information, product presentation, new customer search, or buying and selling 24 hours a day (Chaffey, 2015).

At the time, many entrepreneurs thought that the Internet was self-sustaining tool. However, practice is different - you cannot separate offline and online marketing. Although the popularity of digital and online media continues to grow, the balance between combination of digital and traditional marketing is needed. For instance, older people still prefer traditional media channels. In consequence they are still consumers of traditional marketing (Todor, 2016).

Website

In this digital age, it should be matter of course to own the Internet domain and an attractive website. Then customers can find the information, which they need and interact with company. Company's website should be effective for users accessing via desktop, smartphone and table devices. The content, clarity of the website and user experience are crucial factors of successful website. In pre-development of the website it is needed to set an objective. That can be for example to strength brand image, sell products, or communicate with customers (Chaffey, 2015).

Colour and font selection are crucial for professional design of the website. In addition to design, it is needed to focus on content to make it easier for users to find the website. To optimize the website in overall and make it more visible in search engines, appropriate keywords need to be chosen.

The home page of the site should contain the most important information. Above all, homepage should impress the potential customer on the first sight. The introductory text should briefly introduce the beauty salon, its strengths, and services offered by the salon must

be highlighted. The services should also be served as links that will guide a visitor to a specific service page by click. Other features of the websites should be a contact, a link connected to Facebook, location, and if necessary other important information.

It is highly recommended for any size of business to use a useful Google tool - Google Analytics. It helps to track statistics of the website. For instance, it allows the businesses to see what keywords the visitors have used when entering the website. This statistical program offers many other interesting features and its use is completely free.

2.3.2 Search Engine Optimisation

Talking about website, the design should not only be adapted to impress the target audience, but also the optimization is need. Its role is to make the process of finding the website easier for customer – to improve the listing in search engines (Chaffey, 2015).

The search engines are going better on understanding the essence of the page and connect to user searches using the semantic web, but not only from metadata and mark up but also from sentiment analysis and sentence structure. A good level of search engine optimization may improve the search engine's ranking quality and thus the visitor's satisfaction. However, search engine's revenue is typically lower when advertisers spend more on SEO and thus less on sponsored links (Berman and Katona, 2013). Also, SEO is less effective without a quality content.

The search engine's robot is influenced by metatags, page titles, reciprocal linking, hidden keywords, and multiple domain names. Shares and likes of website at social media networks can also improve the ranking. The work with keywords is substantial. One of the online advertising techniques is keyword buying, also known as search engine advertising. The more popular keyword – the more expensive. Shenoy and Prabhu do not recommend use overly general phrases and words and other unreasonable words that no one is looking for. If focus is directing to local market, using of local names is certainly recommended. Synonyms and antonyms are more than convenient (2016).

2.3.3 Social Media Marketing

Social media is a concept of web-as-participation-platforms where users participate and connect to each other (Pelsmacker et al., 2018).

As social media platforms we can consider any website where people can interact such as social networking sites (Facebook, Instagram, LinkedIn), blogs or videoblogs, discussion forums (Yahoo! Answers, Politics forum), wikis (Wikipedia), social bookmarking systems (Delicious), shared multimedia (YouTube, Flickr), and virtual worlds (Counter Strike, The Sims).

Social media marketing activities have dimensions, such as informativeness, trendiness, personalization, interactivity and word of mouth. These activities offer to organizations opportunity to connect directly with customers, strengthen their communication, and pitch supreme value proposition to their top customers irrespective of their locations (Kardes et al., 2015).

Since in these times are users searching information about various products and services on social media, social media marketing as a strategic and competitive advantage is crucial. Potential customers are looking at ratings, reviews, recommendations, referrals, internet forums, online communities, and social shopping/group buying. Social media are so popular, because people have always loved to socialize and share their experiences (Blanchard, 2011).

Number of social media users worldwide was 2.46 billion people last year (Statista, 2017). On account of this large reach, organizations across various industries should consider having social media managers, or at least a responsible person for developing digital and social media marketing strategy. However, some companies operating especially in pharmaceutical, medical, insurance, and oil industries tend to be highly regulated. Therefore, the risks of social media are high from a security, regulatory or legal stance and they hesitate to use it (Deans and Tretola, 2018).

The content needs to be actualized regularly to increase the number of new visitors and retention rate of visitors who already engaged in our content in the past (Chaffey, 2015).

3 CHARACTERISTICS OF BEAUTY SALON VENERE

This chapter focuses on information about the selected business entity. The marketing environment and current state of Salon Venere are discussed. The information was obtained by interview with the owner.

The aim of the interview was to get the core information about Beauty Salon Venere regarding to marketing mix and communication mix. We discussed several existing marketing channels and owner's perception on them. We got an overview about the marketing tools the salon is currently using. Also, we discussed which marketing channels did they use in the past and if it was successful.

3.1 Characteristics of Beauty Salon Venere Business

Beauty Salon Venere was established in September 2014 in Zilina. Zilina is the fourth largest city of the Slovak Republic with 80,03 square kilometers and 80 978 residents (Statistical office of the Slovak Republic, 2014). The salon is located in the city centre. The team is created by two hair-dressers, cosmetician and pedicurist. All of them have been previously working in different beauty salons. During these times, they gained experience in service providing and clientele. The idea of opening a Beauty Salon Venere was combination of desire to work on their own and confidence that the clientele will be willing to use services of the new salon. The workers in this beauty salon are all self-employed. In practice, this means that they all have their own activities regarding the services in the salon and own responsibility for their work. When it comes to decision making or strategic planning of the salon in general, their opinions are equal, and they need to make a compromise for everybody. The name Venere comes from Italian language. In English it means Venus. In the terms of Roman mythology, Venus is the goddess of beauty and love. The purpose of the salon is to offer attractive spectrum of beauty services for affordable prices. The target group are women of all ages living in Zilina and surrounding villages.

3.2 Marketing mix of Beauty Salon Venere

3.2.1 Product

In services the product is considered as the core benefit and contains only a little, or no tangible element (Egan, 2015) Its features are variety, quality, design and packaging. Prompt delivery, service, installation, guarantee, after-sales, or management of complaints are giving more value and customer appeal to the product. This service layer on the top of the core product, which makes the core product augmented (Pelsmacker et al., 2018).

In the case of Beauty Salon Venere, the services of the beauty salon are considered as the main “product” of the marketing mix. The services of the salon are divided into four categories – hair styling, cosmetics, pedicure, and manicure.

First of all, hair dressing services include hair cutting, hair coloring, hair toning, Blondoran highlighting, Magma highlighting, hair washing, hair regeneration, and hair styling. Hair cutting is service for men, women, and children as well. Hair drying, hair blow drying, hair ironing to straight or curly style, and curling. Hair style for special occasions, for instance wedding or prom are also a part of services portfolio. For these special lifetime events it is possible to test the hairstyle in advance for a cheaper price.

Secondly, in cosmetics services there are eyebrows treatment and coloring, depilation, and cosmetics procedures such as skin cleansing, skin massage, anti-migraine massage, AHA (Alpha Hydroxy Acid) cure and skin cleansing, mesotherapy, and chemical peeling included. Talking about make-up, the make-up styling for special events is possible to try in advance as hairstyling. The salon offers also permanent make-up for eyebrows, lips, and eye lines.

In pedicure there are classic pedicure, French pedicure, paraffin bath, warm feet wrapping, acronyx treatment, foot peeling, foot massage, nails lacquering, nails decorating, and gel nails. Finally, manicure includes classic manicure, Japanese manicure, manicure for regeneration, French manicure, wellness manicure, paraffin hand bath, warm hand wrapping, hand peeling, hand massage, nail decorating, nail lacquering, gel nails, removing gel nails with treatment. Despite of all the services, customers can buy products from the brands Wella, Revlon, Vivaco, Footlogic, Temperance, and Syncare in the salon.

3.2.2 Price

Price illustrates the amount of money customer needs to spend to obtain a product or service. In customer decision making, price is a very important element. It includes list price as official pricing, discounts and incentives that can be used to make a product more attractive, credit terms, and payment periods (Pelsmacker et al., 2018). Price should demonstrate the quality of the products. However, higher price does not always mean a higher quality. Prices may be profit-oriented, government controlled, competitive, or customer-oriented (Kotler and Keller, 2012).

Prices are based on basic cost calculations and competitive prices. The prices are suitable for Slovak people with average income. The prices of every procedure are stable, except the prices of hair-dressing service are diversified into categories of short, medium, long, men, and children hair. The detailed prices for services are shown in Annex 1, Annex 2, and Annex 3.

3.2.3 Place/Distribution

By place it is meant the way how the product becomes available to customer from production to delivery. It contains channels, location, distribution, coverage, inventory, logistics, or transportation (Pelsmacker et al., 2018). However, traditional distribution channels cannot be used for services, because of intangibility. Most of services are distributed through direct sales and location is a substantial decision area (Egan, 2015).

Due to the nature of the service and the size of the business, there are no complicated distribution channels. Simply, customer visits the salon in person. Distance to salon may be one of key decision factors for customers. The salon is in the city centre of Zilina town right next to the public bus station. Many customers are transporting using car. The salon does not have its own parking place, however the shopping center called Aupark is in five minutes walking distance and it is possible to park there for free for three hours. Most of the time it is always possible to find there a free parking place. Workers of beauty salon admitted that most of the regular customers are coming from the surrounding area, but there are some customers who are working abroad and coming to salon when they are in hometown from time to time.

Customers contact the salon via telephone call and agree on a specific time. For beauty salon it is the most suitable method as the service requires individual approach. The fixed opening hours of the salon are from Monday to Friday from 8:00 a.m. to 04:00 p.m. However, it is possible to agree on time different time via telephone consultation. Occasionally, some customers contact the salon via Facebook page.

3.3 Marketing Communications of Beauty Salon Venere

Promotion or marketing communications is the most visible instrument of marketing mix. It is the way how company communicates with its stakeholders and target audience to promote the product or company as whole. The aim of the communication mix is to provoke a variety of audiences to respond. The purchase, the information considered for future use, or stimulation to act are considered as a response. The tasks are to differentiate, reinforce, inform, and persuade.

The salon is visited by many customers who are among the regular and loyal clientele. To summarize the communication, customers are mostly ordered by phone. In today's hurried times it is more comfortable and saves a lot time. Minority of customers are ordering themselves personally in the salon. When ordering, some clients are asking directly for more procedures. This is a benefit for busy people who have no time to visit another salon. It is more comfortable and saves a lot of time as well.

3.3.1 Advertising

Although the cost of one contact is relatively low, the investment in advertising is expensive and more affordable for larger businesses. For this reason, owner did not consider TV, radio, billboard or print advertising as effective. The forms of advertising the salon uses are business cards and window graphics printed stickers.



Figure 3.1: Outdoor printed stickers

Source: Personal elaboration



Figure 3.2: Business Cards

Source: Personal Elaboration

As it is shown in the pictures, every worker of the salon uses a business card in a different style. That is not effective for the brand consistency of the salon. During the interview it was founded that in the early beginnings of the salon they used uniform business cards. Business cards were designed and printed by WAP print company based in the same town. However, Salon Venere was not satisfied with price and effectiveness and therefore they did not make another printing with them.

For the purpose of opening the salon in 2015 there were leaflets created and printed in amount 5000 leaflets with the same printing company WAP. These leaflets were distributed into personal mailboxes of the people in nearby neighborhoods. However, the salon does not use these leaflets in any other way at this moment and because they stopped cooperation with WAP, they do not have access to them anymore.

An advertising graphics printed stickers are used as an exterior advertisement. People passing through can notice the salon or new customers can easily find it. It is clear from the first sight that there is a beauty salon in the building. The stickers contain the name of the salon, the list of the services, and the logo. The design is in blue colour using a woman as a sign of beauty. Unfortunately, the design looks old-fashioned and not professional.

3.3.2 Sales Promotion

Currently for sales promotion, Beauty Salon Venere uses only gift cards. Gift cards are exposed on a visible counter physically in the salon. Before Christmas they were advertised at Facebook page. Monthly they sell three of them in average, in December they sold 10 of them. Customers can set their own price. Most of the time they set 20-25 €, except pedicure. Even it is not needed to specify for which service is the gift card purchased, some of the customers do so. For pedicure it is usually around 15€, because this service is cheaper than other services. It should be mentioned, that if they purchase a gift card in higher price, such as 50-100€, it is possible to not spend it only in one time, but continuously for more times.



Figure 3.3: Gift Cards

Source: Personal Elaboration

Four years ago, salon used the service of online discount portal www.zlavomat.sk. This online discount portal has become a phenomenon of the Slovak Internet and the largest discount portal in Slovakia. Zlavomat offers its users exceptional offers for pre-arranged services and products. The discount portal offers its services throughout the Slovak Republic and is also part of the stable and established Slevomat Group, which extends the mass shopping concept to the Czech Republic and Hungary. The discount was used for four times for hair-dressing and on time for pedicure services. Zlavomat has also the opportunity of writing reviews about services. For pedicure there is rating 4.2 points from 5 that means that there were five negative points and eighteen positive points from customers. Customers were satisfied with quality, hygiene, and interior of the salon. Negative feedbacks are not further specified. For hair-dressing service there is no rating on Zlavomat. Hair-dresser and pedicurist evaluate Zlavomat as effective tool as it brought them new regular customers. Hair-dressing services were purchased 32 times and pedicure 44 times.

3.3.3 Personal Selling

Even though the main purpose of the Beauty Salon Venere is to provide quality service, it is also possible to purchase Wella, Revlon, Vivaco, Footlogic, Temperance, and Syncare products in the salon. These brands offer professional certified products for hair, skin, or foot care. The products are offered only to existing customers if the service provider see it would be beneficial for them or if the customer asks for it.

3.3.4 Word-of-mouth Marketing

The workers of the beauty salon are aware that it is always necessary to do the maximum for the customer. They must be friendly and willing, because it is assumed that a satisfied customer will recommend visiting the salon to other people. Also, during the period of operating, the salon has gained valuable experience and can very well advise the customers and estimate which procedure will suite them the best. Based on the questionnaire, 100% of customers were satisfied with the service and would definitely or more likely recommend visiting the Beauty Salon Venere to their relatives and friends. They appreciated the helpful approach and the great willingness of the service providers. Obviously, the service providers do a quality and professional job.

3.3.5 Social Media Marketing

The salon has a Facebook page, which has 214 fans to this date. Last post here was published on 27th of March 2019. The page is quite active, the posts usually show the work of the service providers using the photos of customers. The posts are usually made in frequency a few times per month. Customers need to agree with posting in advance, they always ask for their permission. The trend of today is spending free time on the Internet, especially on social networks, it is logically also a place where users often affected by various forms of promotion. The response time is 100% in two hours guaranteed. Many potential clients are contacting salon through page to ask questions or order.

3.4 Strengths and Weaknesses of Beauty Salon Venere

The section of strengths and weaknesses of the salon was created using the information obtained during the interviews. Strengths and weaknesses of the marketing mix are mentioned here comprehensively as this information may be useful for Beauty Salon Venere in the future. Focus on these elements of marketing communications is crucial as they serve starting points for the design of the new marketing communication part.

The most important strengths are probably the location which guarantees easy access to the salon and personal and friendly approach to customers. As existing customers confirmed, lots of them heard about the salon from their relatives or friends and they are willing to recommend the salon to other people. Thanks to these opinions, we can say, that the reputation of the salon has a good level. The workers of the beauty salon are all skilled in their field. They attended high school with specialization on this kind of services and have a years of work experience. Also, they still try to innovate their business by attending different training courses. This promises a good quality of services. Finally, the range of products is rich, every customer can choose what is the best for them. A lot of services under one roof are a huge competitive advantage.

In contrast, the beauty salon does not work with marketing communications tools properly. The website is a key element for every business in these digital times. It would be very useful as the potential clients can search for information through search engines. If salon does not have its own website, new customer will probably choose another salon which he or she will find online. The website is the representation of the business. In overall, the salon does not use enough level of promotion, even though they can afford it. The reason is that they do not understand the marketing communications tool well. Another reason is limited time availability of the workers. However, this dissertation is a first step for redesigning the marketing communications of the beauty salons and the action steps for the future will be proposed. Another weakness is that the design they use is not uniform, for instance all their business cards are different.

4 RESEARCH METHODOLOGY

The aim of the methodology is to introduce the main questions of this research, describe what type of data was used for this research, and then indicate what research method was used for data collection and finally explain how these data were analysed.

Methodology provides explanation to the theory of the method how the research will be executed. Methodological reviews are frequently used to provide a framework for understanding a method or methodology and allow researchers to draw on a wide range of methodological knowledge (Saunders, 2012).

The justification for each element of methodology should be based on the nature of the research questions and objectives. Secondly, the consistency of the research philosophy and the consistency throughout the research design needs to be demonstrated. Therefore, the research strategy selection is guided by research questions and objectives, the consistency with which these links to the philosophy, research approach and purpose, as well as more pragmatic concerns including the extent of existing knowledge, the amount of time and other available resources, and access to potential participants and other data sources. Finally, it should be remembered that these strategies are not to be regarded as mutually exclusive (Saunders, 2012).

4.1 Preparation Phase

In this phase, the research gap, research objectives, research plan, and the methods of data collection are described. The design of questionnaire and piloting process are also the part of preparation. The research plan includes the timetable of research activities.

4.1.1 Research Gap

The main problem of the Beauty Salon Venere is that they are using only a little or no elements of marketing communications mix. The opportunity is to persuade and reach potential customers from the neighbourhood, who have no awareness about the salon. To achieve this goal, it is necessary to design a marketing communications strategy and set up the communication mix to suit the nature of Beauty Salon Venere.

4.1.2 Research Objectives

The Beauty Salon Venere is a small business without any marketing plans prepared. The aim of the marketing research is to analyze the current marketing communication of the salon. Therefore, it is needed to answer the question of how and how the company should use communication tools to make its marketing communication effective.

Depending on the defined problem, there are a individual questions:

- What sources do existing and potential customers get information from?
- What is the effectiveness of the company's current communication tools?
- Which communication channels does the target group prefer?
- Which communication channels are appropriate for the salon?
- What type of sales promotion tools does the target group prefer?
- What type of sales promotion are appropriate for the salon?

The outcome of this dissertation will be set up proposals and recommendations of marketing communication based on the results of the analysis.

4.1.3 Research Plan and Data Collection

The marketing research plan defines the research method, design of questionnaire, piloting and the research timetable.

Gathering data

Primary data were collected in form of questionnaire. The questionnaire is a suitable choice for this research, because it is designed to collect information which can be used subsequently as data for analysis, which are crucial for this research (Denscombe, 2017).

Tab 4.1: Advantages and Disadvantages of the Questionnaire

Questionnaire	
Advantages	Disadvantages
Cost-efficient - especially online and mobile surveys have a very low cost and a generous reach (no printing cost, no need to hire surveyors).	Dishonesty - there is no guarantee that respondents will truthfully answer all questions.
Practical - they may be targeted to selected groups and managed in different ways.	Differences in understanding and interpretation - respondents may have a problem with understanding the questions that may seem clear to the creator.
Quick results - quick and easy to collect results (depends on the scale and reach of the questionnaire).	Hard to convey feelings and emotions - questionnaire cannot fully capture emotional responses or the feelings of the respondents.
Scalability – can gather information from a large number of respondents.	Some questions are difficult to analyse - open-ended questions cannot be quantified, it must be reviewed by a human
Easy to analyse – the software such as MS Office Excel or IBM SPSS have tools for analysing, interpreting and visualization of collected data	Lack of personalization - some respondents may miss the touch of personalization and may ignore the questionnaire.
User anonymity - respondents fill the questionnaire anonymously, which encourage them to answer questions truthfully	Skipped questions - respondents can ignore some questions
No pressure - respondents have plenty of time to complete the questionnaire	Accessibility issue - respondents may be unsuitable (visual or hearing impairment, or other impediments such as illiteracy)

Source: Personal Elaboration according to Denscombe (2017)

4.1.4 Piloting

The questionnaire should be short, easy to fill, without any errors, and easy to understand. To ensure this, the small amount of respondents were asked to fill the questionnaire. Questionnaire testing was performed on 5 respondents on 1st of June 2019. There were no major errors, only few questions were formulated little bit differently to be more understandable.

4.1.5 Timetable of Activities

Table 4.2: Timetable of Activities

Activity	Dates
Preparation	13 th May-26 th May
Methodology	27 th May-31 st May
Piloting	1 st June
Questioning	3 rd June-9 th June
Data processing	10 th June-16 th June
Data analysis	17 th June-23 rd June
Recommendations	24 th June-30 th June

Source: Personal Elaboration

The budget of this research was 420 CZK and were used for printing costs.

4.2 Realization Phase

In this phase, the chosen research methods for marketing research were implemented. In following subchapters there is described the process of data collection, data analysis, and the structure of respondents as well.

4.2.1 Data Collection

Data collection happened in the period from 03.06.2019 to 09.06.2019 from 8:00-17:00. There were defined two types of respondents. Firstly, customers of beauty salon and secondly, people who are visitors of another beauty salon in Zilina.

The reason for engaging the second sample was the need of point of view of people the who are not client of Beauty Salon Venere. The goal was to provide fifty answers from each sample of respondents. Questionnaires for customers were placed in a visible place in the premises of the beauty salon. The employees of beauty salon informed customers about its existence and kindly asked them to fill it. Second sample of respondents were asked to fill the questionnaire in the streets in Zilina and were chosen randomly. Before start of filling the questionnaire, they were asked if they use a services of beauty salon. If the answer was positive, we proceed into gathering data.

Both samples of data were intended for women, because that is the main target group of Beauty Salon Venere.

4.2.2 Data Analysis

After completing the questionnaires of both samples, all data was checked. In particular, this activity served to control the understanding of the respondents' questions and the possible cleansing of data. All the questionnaires were filled correctly and therefore, the data editing was not necessary. The goal of reaching fifty questionnaires from each sample was fulfilled. The sample of Beauty Salon Venere clients has fifty-eight responses and the second sample has exactly fifty responses.

Subsequently, all data were processed and recorded in a data matrix in MS Excel, which was also used for the construction of individual needed tables and graphs.

4.2.3 Sample Structure

The following figure shows the structure of the respondents who were asked to fill the questionnaire in the public places of Zilina. Respondents were politely and personally asked at public places in Zilina, such as train station, bus station, Park Lutovita Stura, and Marianske Square, where they usually have a spare time to fill the questionnaire. As it is illustrated in Figure 4.1, the people between age 18-29 were most willing to participate in the research

(54%). The second largest group are woman of age 30-39 (30%). 10% of respondents in age 40-49 years and 6% of age 50+ participated.

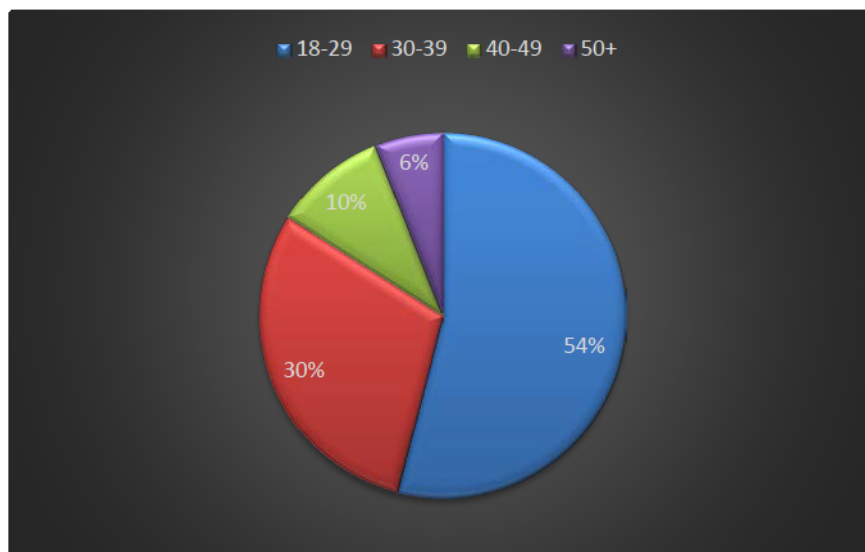


Figure 4.1: Sample Structure of Visitors of Beauty Salons in Zilina According to the Age
Source: Personal Elaboration

The following figure demonstrates that the most frequent clients of Beauty Salon Venere are in age from 40 to 49 (46.6%). The significant group is also clients from 18-29 (31%). The group of clients in age 30-39 represented 10,3%. Finally, 12,1% were clients of age 50+.

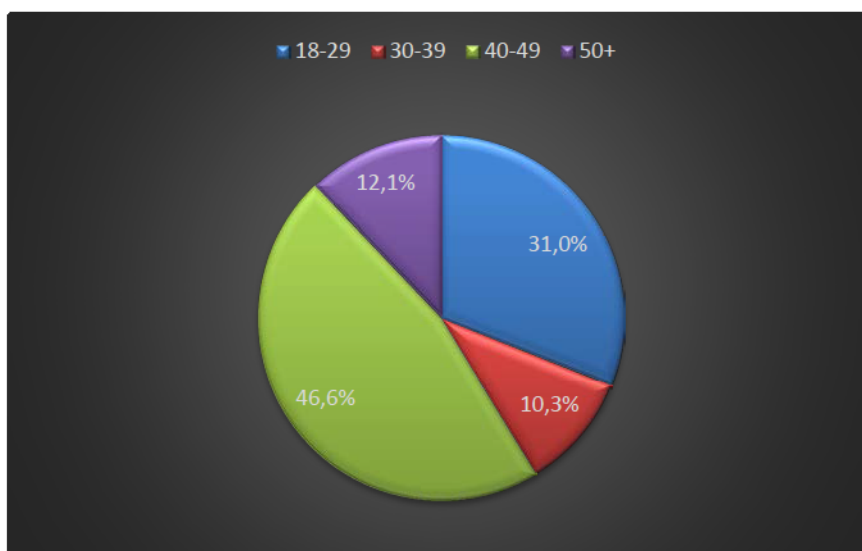


Figure 4.2: Sample Structure of Venere Salon Visitors According to the Age
Source: Personal Elaboration

As the Figure 4.1 and Figure 4.2 demonstrate, the sample structures of respondents are different. The main reason are the circumstances of the research. Since the beauty salon visitors were asked to fill the questionnaire in the public places, the research was influenced by the time, weekday, and the attitude of respondents to participate in the research. Based on the results we can say, that women in age 18-29 were most willing to participate in the research. Also, as the research was provided from 8:00-15:00 most of the days, we can predict, that most of older women are working that time and therefore they could not participate in the research on a larger scale. On the other hand, respondents of Venere were asked by workers while visiting the salon and therefore they already have some connection and are more willing to participate. Also, the Figure 4.2 illustrates a significant participation of women in 40-49, because that is the most numerous group of Venere clients.

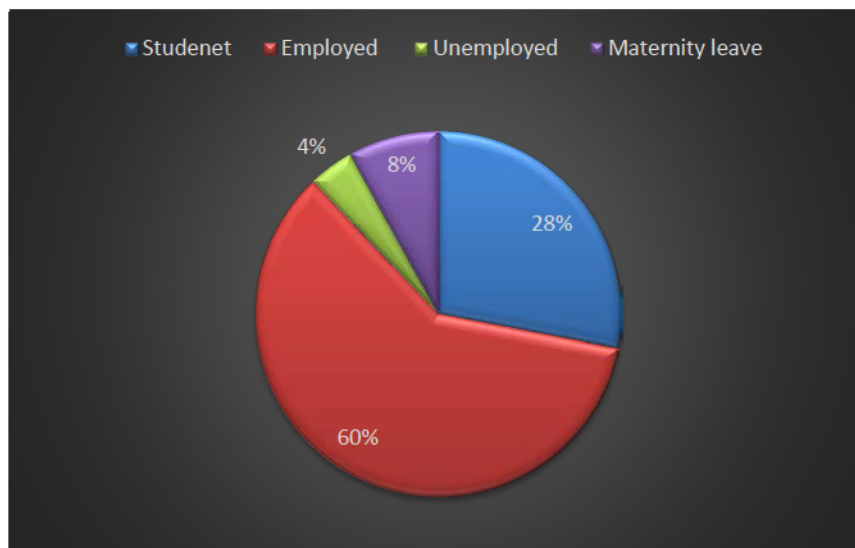


Figure 4.3: Sample Structure of Visitors of Beauty Salons in Zilina According to the Status
Source: Personal elaboration

The employed clients participated in the research most frequently (in 60% of cases). Then students with 28%, 8% of moms on maternity leave, and 4% of unemployed respondents. There was also possibility of pension and entrepreneur, but these options had 0%.

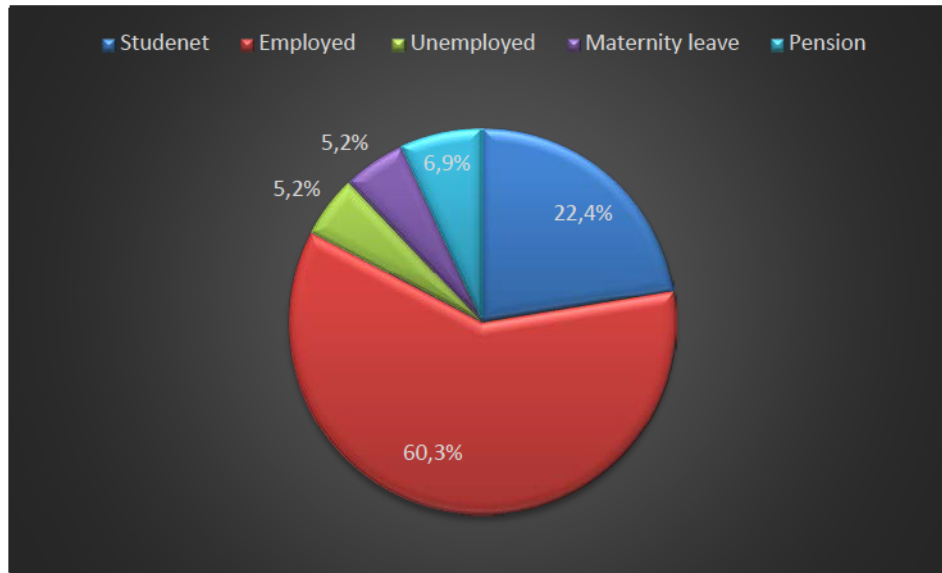


Figure 4.4: Sample Structure of Venere Visitors According to the Status

Source: Personal Elaboration

The structure of Beauty Salon Venere clients according to status is similar to the structure according to status of other beauty salons clients. The most of the respondents are employed (60,3%) and the second largest group are students (22,4%). 6,9% of clients are already on pension. The maternity leave and unemployed clients have both 5,2%.

5 RESEARCH FINDINGS

This chapter contains an analysing of collected data. The analysis was processed by quantitative method. The MS Office Excel was used. Based on the knowledge gathered by processing the previous chapters there are suggestions for improvement of marketing communication to be effective and efficient.

5.1 Frequency of Visits of Beauty Salons

This question gives us perception about the frequency of beauty salon visits by clients. It is expected that frequent clients visit salon at least once a month, occasional clients visit one time per two months or once a quarter, and exceptional clients visit rarely, twice a year or less.

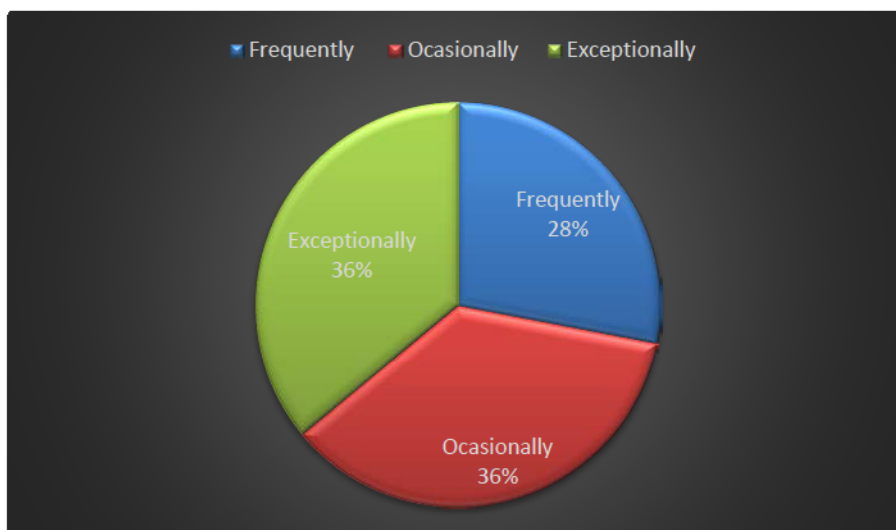


Figure 5.1: Frequency of Visits of Beauty Salons

Source: Personal Elaboration

Table 5.1: Frequency of Beauty Salon Visits

Frequency of Beauty Salon visits	Relative frequency of Beauty Salon Visits	Relative frequency of Venere Visits
More than once a month	16%	7%
One time per month	12%	31%
Two times per month	14%	22 %
Once a quarter year	22%	26%
Twice a year	16%	9%
Once a year	4%	0%
Less often	16%	5%
Total sum	100%	100%

Source: Personal Elaboration

The Figure 5.1 illustrates the frequency of visits in various beauty salons in Zilina. 28% are regular clients of beauty salons who visit frequently, then 36% visit occasionally. The exceptional clients are 36% as well.

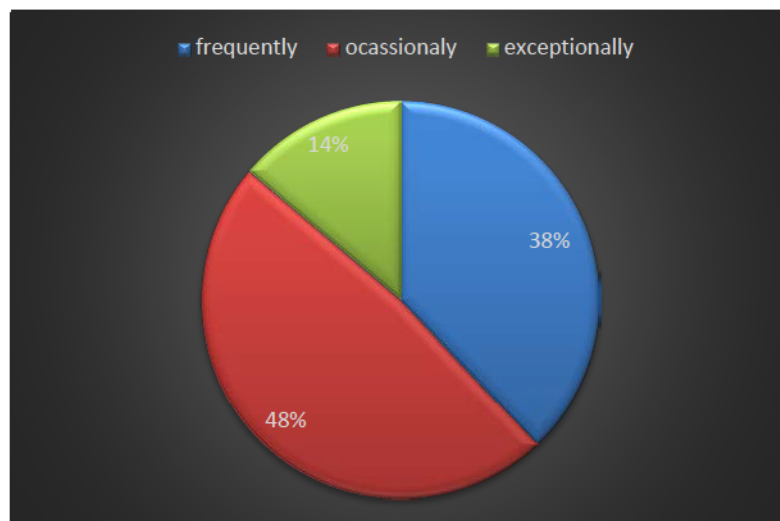


Figure 5.2: Frequency of Beauty Salon Venere Visits

Source: Personal Elaboration

The figure 5.2 and Table 5.1 demonstrate that the majority of clients visit salon occasionally (one time per two month or once a quarter). The second largest group are clients, who visit salon frequently. 38% of clients visit Beauty Salon Venere at least one time per month. Based on high frequency of their visits we can say, that they are loyal customers. 14% visit Beauty Salon Venere only exceptionally, not more than two times per year.

Due to short period of questionnaire conduction the data may be distorted. However, according to secondary data obtained by the business owner, the result can be the picture of real frequency of visits.

5.2 Preferences of Information Sources

5.2.1 Information Sources for Beauty Salon Choice

In this question were respondents asked what type of possible information sources they would use when choosing a beauty salon. They could mark maximum three possible choices.

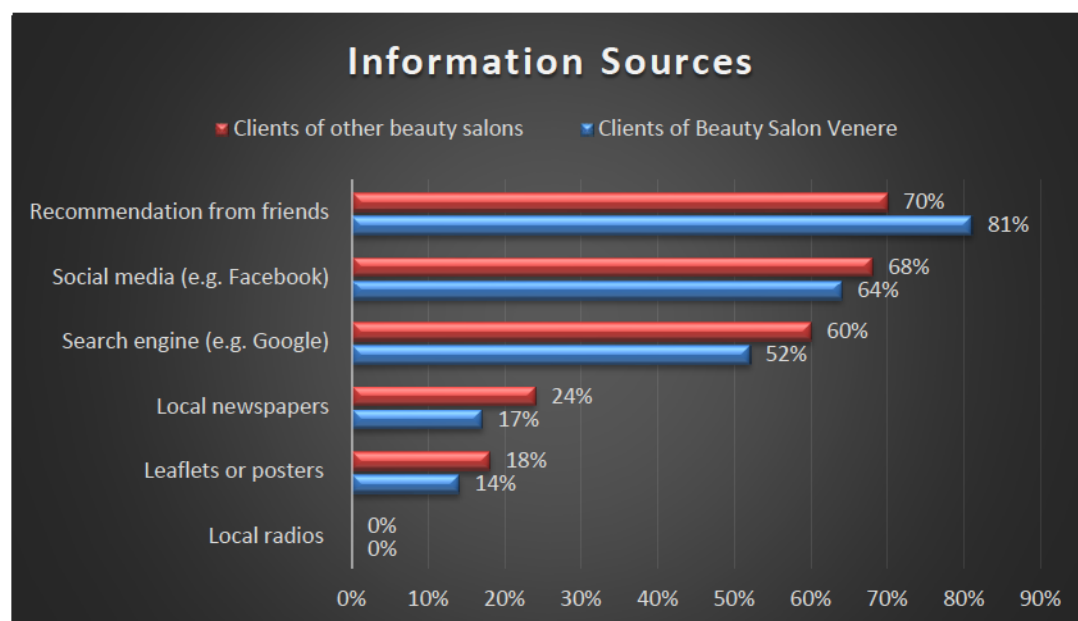


Figure 5.3: Information Sources of Beauty Salon Clients

Source: Personal Elaboration

The order of preferred information sources is the same for both samples of respondents. The top three information sources when searching for a beauty salon are recommendation from friends, social media, and search engines.

The Table 5.2 shows, which information sources are respondents using when looking for beauty salon according to age. Obviously, for the youngest generation is the most preferable source social media (89% from all the 18-29 respondents). On the other hand, 50+ respondents prefer to get information from friends (63%) or local newspapers (63%). Women in age 30-49 prefer the most the recommendation from friends option as well (73%).

Table 5.2: Information Sources of Clients According to Age

	18-29	30-49	50+
Leaflets or posters	7%	33%	38%
Local newspapers	15%	20%	63%
Search engine (e.g. Google)	59%	53%	50%
Social media (e.g. Facebook)	89%	40%	25%
Recommendation from friends	67%	73%	63%

Source: Personal Elaboration

5.2.2 Primary Source of Beauty Salons Clients

The Figure 5.4 and Table 5.3 illustrate the source that helped to respondents to discover the beauty salon they are visiting for the first time. If we want to attract new possible clients it is important to understand, how the existing clients heard about their beauty salon. Therefore, we can see, which information sources was the most effective and what to improve.

Most of the respondents heard about their beauty salon, because their friend recommended it. To 40% of respondents, their friend recommended them a salon. 24% were recommended by relatives. 18% of respondents discovered their beauty salon thanks to exterior design and 18% marked Facebook page.



Figure 5.4: Primary Information Source of Beauty Salon Clients

Source: Personal Elaboration

Table 5.3: Primary Information Source of Beauty Salon Clients According to Age

	18-29	30-49	50+
Recommendation from friends	44,4%	35,0%	33,3%
Recommendation from relatives	22,2%	25,0%	33,3%
Exterior design (Personally)	11,1%	25,0%	33,4%
Facebook page	22,2%	15,0%	0%
Total	100%	100%	100%

Source: Personal Elaboration

5.2.3 Primary Source of Beauty Salon Venere Clients

Most clients (51%) of Beauty Salon Venere stated that they heard about Venere from their relatives for the first time. The recommendation from friend option was also popular (34,5%). Thanks to exterior design of the beauty salon 8,6% discovered Beauty Salon Venere for the first time. The less common primary source is FB page (6,9%).



Figure 5.5: Primary Information Source of Beauty Salon Venere Clients
Source: Personal Elaboration

Table 5.4: Primary Information Source of Beauty Salon Venere Clients

	18-29	30-49	50+
Recommendation from friends	5,6%	51,5%	23,0%
Recommendation from relatives	94,4%	27,3%	42,9%
Exterior design (Personally)	0%	12,1%	14,3%
Facebook page	0%	9,1%	14,3%
Total	100%	100%	100%

Source: Personal Elaboration

5.2.4 Local Information Sources

To find out if inserting advertisement in local newspaper or radios would be effective, it was investigated if the respondents read any of local newspaper or listen any of local radio. Zilinsky Vecernik, MY Zilinske noviny, and Noviny Zilinec are the most popular newspapers in the region of Zilina. Respondents had to mark all the newspapers, which they are reading on a regular basis or to mark the option “none of them”.

The majority (52%) of clients of the beauty salons said that they do not read any of local newspapers. There are 26% readers of Zilinsky Vecernik and 26% readers of MY Zilinske Noviny as well. Noviny Zilinec are read only by 12% of respondents.

41,4% of Beauty Salon Venere clients are not readers of any new local newspapers. Between this sample of respondents, Zilinsky Vecernik is the most popular option as 48,3% are its readers. MY Zilinske Noviny are read by 13,7% of Beauty Salon Venere clients. Noviny Zilinec is read by 8,6% of clients.

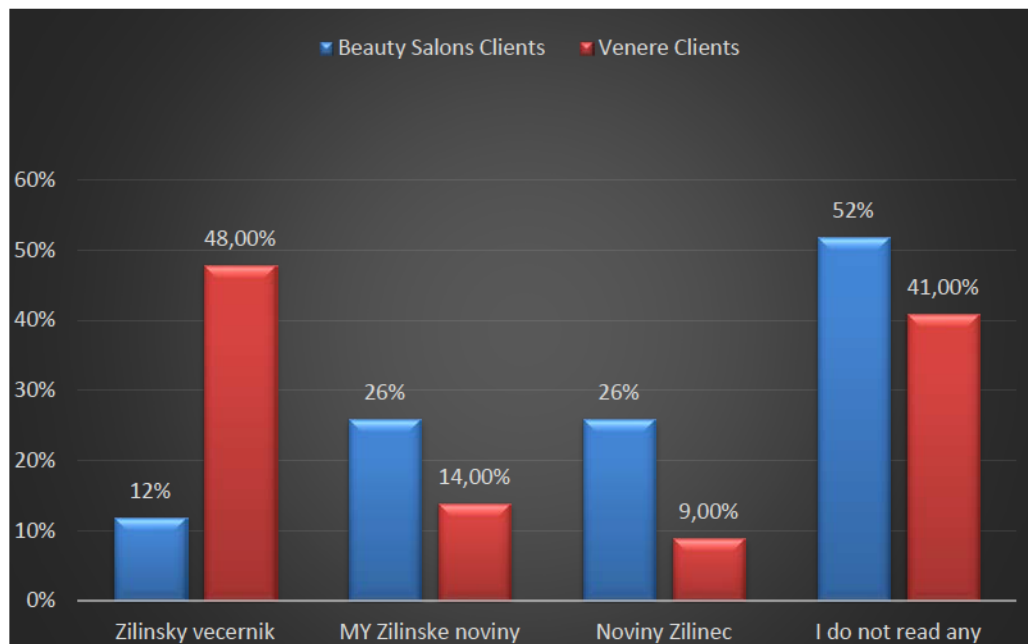


Figure 5.6: Preference of Local Newspapers of Beauty Salons Clients

Souce: Personal Elaboration

Regarding to the local radios, 70,7% of Beauty Salon Venere clients do not listen any local radio. The local radio Frontinus has 19% of listeners, Radio Rebeca 5,2%, and Radio X 6,9% from all the respondents from Beauty Salon Venere. Regarding the clients from other

beauty salons, 60% do not listen any local radio. The most popular is again Radio Frontinus with 20%, then Radio Rebeca with 10%, and the last popular Radio X – 8%. As the local radios do not have enough fans between the respondents, the advertisement in them would not be effective. Moreover, it is one of more expensive types of advertisement.

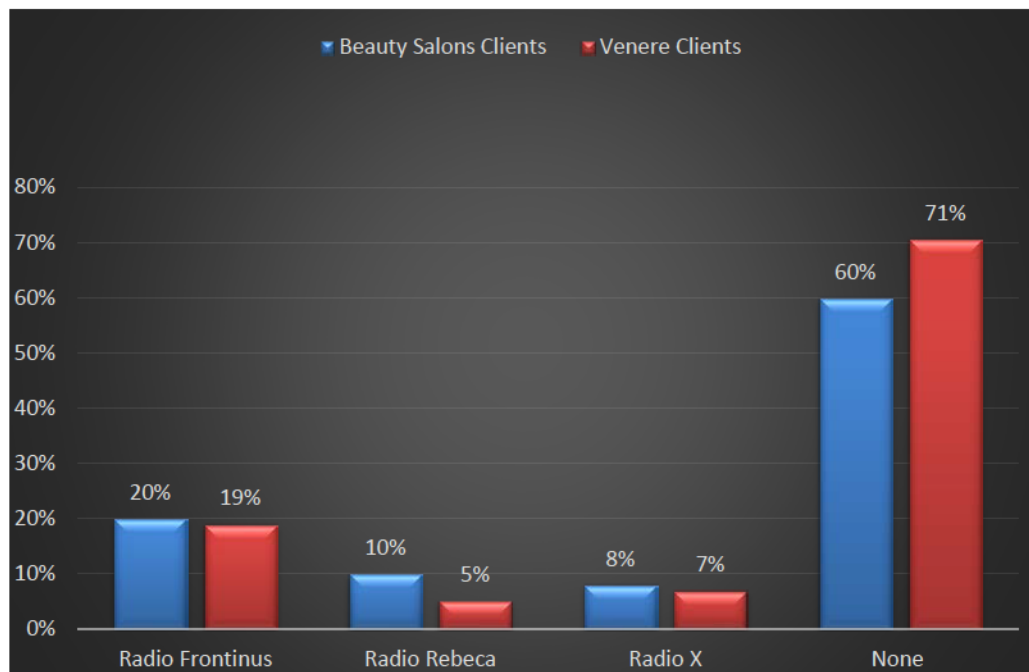


Figure 5.7: Preference of Local Radios of Beauty Salon Clients

Souce: Personal Elaboration

5.2.5 Preference of E-newsletter

The questionnaire also includes this question about preferred communication channel. Respondents were asked if they would like to receive news and special offers in their beauty channel in the monthly e-mail newsletter.

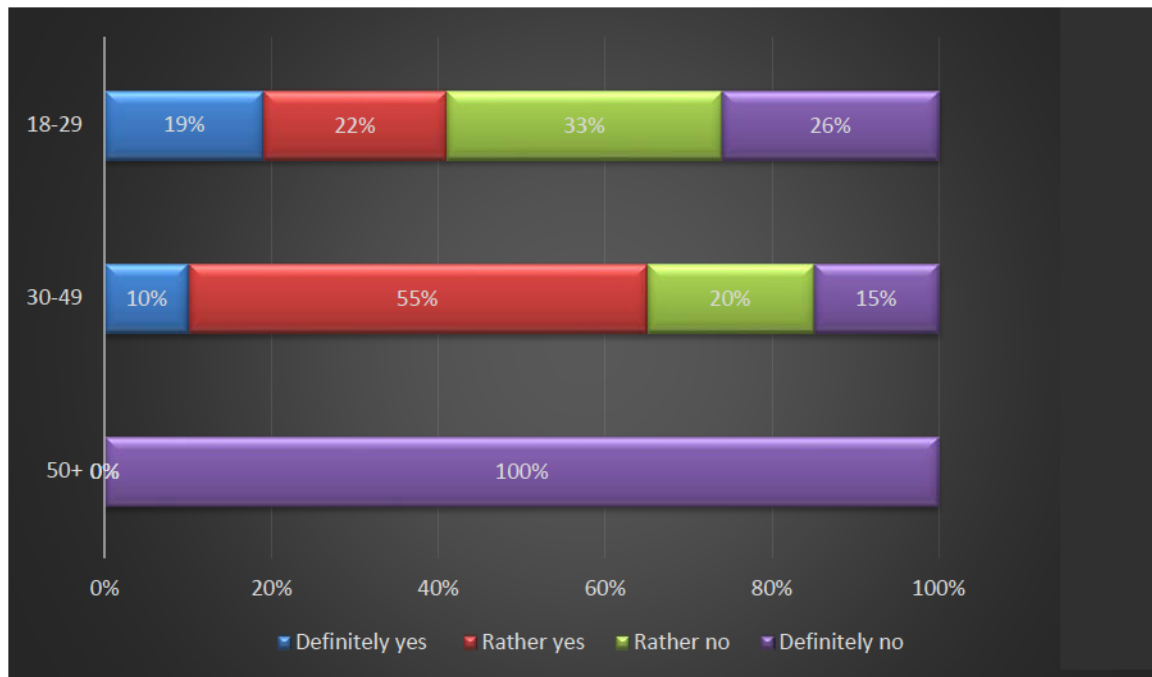


Figure 5.8: Preference of E-newsletter of Beauty Salon Clients

Souce: Personal Elaboration

According to data, 14% of respondents would be definitely for e-mail newsletter and 34% would be more like for as well. On the other hand, 26% said, that they would rather not receive newsletter and 26% would definitely not like to receive any newsletter.

The clients of Beauty Salon Venere were asked the same questions. We can divide respondents into two groups – the respondents who lean forward to positive options and they would be not against electronic newsletter. These respondents answered that they would be definitely for receiving a newsletter (27,6%) or they would more likely like to receive newsletter (43,1%). The second group answered that they would rather not receive newsletter (22,5) or definitely not (6,8%).

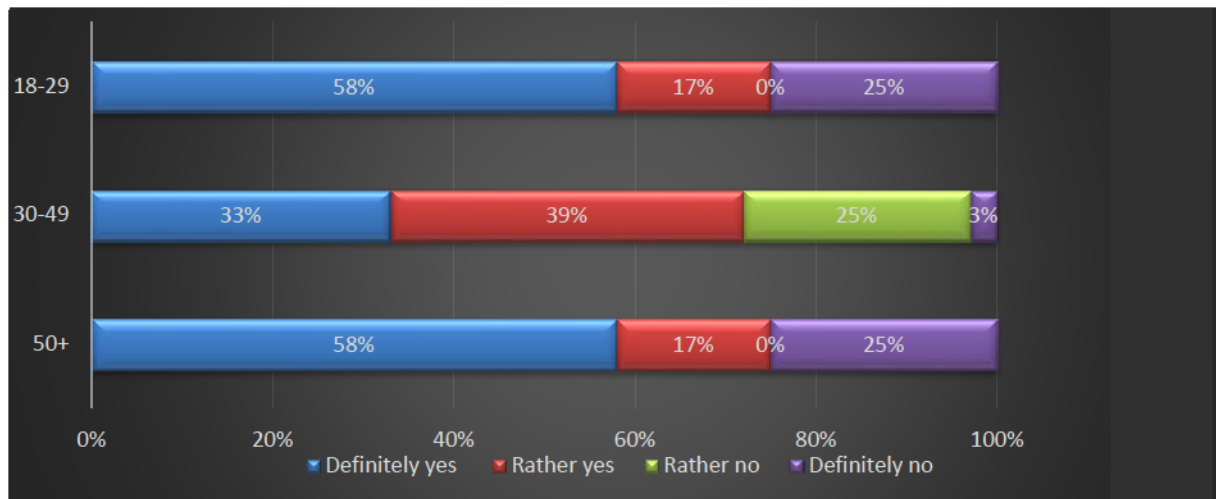


Figure 5.9: Preference of E-newsletter of Venere Clients

Source: Personal Elaboration

5.2.6 Word-of-mouth of Beauty Salon Venere

To find out if it makes a sense to use word-of-mouth as a marketing tools, it is important to know the satisfaction of clients with the service. By asking respondents the question “Would you recommend the Beauty Salon Venere?”, we found out, that 91,4% of respondents would definitely recommend Beauty Salon Venere. The rest of respondents (8,6%) said, they would rather recommend. There also were options rather not (0%) no and definitely not (0%). Based on this data we can say, that clients of Beauty Salon Venere are satisfied and willing to recommend the salon to their relatives and friends. Therefore, this fact is a good chance for word-of-mouth marketing purposes.

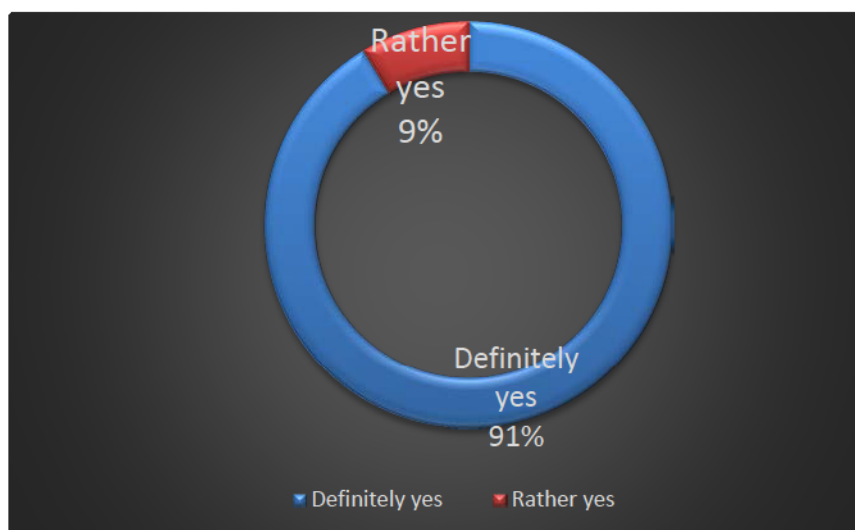


Figure 5.10: Willing of Beauty Salon Venere Clients to Recommend the Salon

Source: Personal Elaboration

5.2.7 Social Media

Usage of Social Media of Beauty Salon Clients

The respondents were asked which social media do they use. They could choose from Facebook, Instagram, Twitter, LinkedIn.

Table 5.5: Usage of Social Media of Beauty Salon Clients According to Age

	Facebook	Instagram	Twitter	LinkedIn	None
18-29					
Beauty Salon Clients	88,9%	85,2%	11,1%	29,6%	-
Venere Clients	72,2%	94,4%	22,2%	16,7%	-
30-49					
Beauty Salon Clients	100%	47,1%	5,9%	17,6%	5,9%
Venere Clients	97%	60,6%	3%	3%	-
50+					
Beauty Salon Clients	33,3%	-	-	-	66,7%
Venere Clients	71,4%	42,9%	-	-	28,6%

Source: Personal Elaboration

The most used social media networking sites are Facebook and Instagram. Facebook is the most frequently used by all the group ages and for this reason the promotion on this site should not be neglected as there is no financial investment required and the results can be very beneficial. There is a possibility to approach potential clients of all ages.



Figure 5.11 Overall Usage of Social Media of Beauty Salon Clients

Source: Personal Elaboration

Facebook Fanpage

Beauty Salon Venere has its own Facebook page, however, only 6,9% of Venere respondents heard about the salon on Facebook for the first time. To develop a better communication on Facebook it is necessary to know, how many of clients do follow and visit the Facebook fanpage of Beauty Salon Venere. The clients were asked if they follow the fanpage and how often do they visit fanpage.

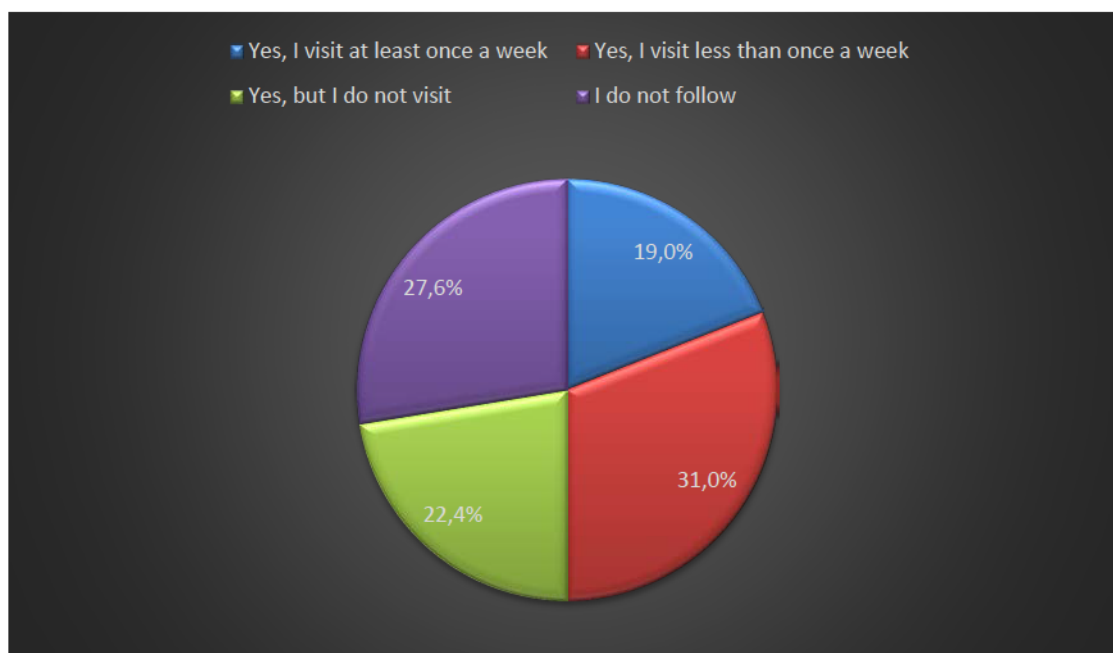


Figure 5.12: Reach of Facebook Page of Beauty Salon Venere to its Clients

Source: Personal Elaboration

5.3 Preferences of Sales Promotion

5.3.1 General Attitude

In this part, there is analysis of client's perception about different tools of sales promotion.

Firstly, respondents had to order three types of sales promotion according to their preferences. 10% discount when purchasing services with cost more than 50 €, secondly loyalty cards with 10% discount for every 10th visit, and lastly 50% discount for one visit in case they would recommend the beauty salon to somebody else, who will visit it. The goal was to find out, which type of sales promotion is the most preferred, so the Beauty Salon Venere can include it the new communication mix.

Beauty Salon Venere should include 50% discount if the clients will recommend to visit salon to other people and they will come and say it is based on their recommendation as it is the most common first preference for both samples. Further explanation is given in Recommendations.

Table 5.6: Preferences of Sales Promotion of Beauty Salon Clients According to Order

First preference:	46%	
Recommendation		
	Second preference: Loyalty card	35%
	Second preference 10% discount when purchase more than 50€	65%
First preference: Discount when purchase more than 50€	30%	
	Second preference: Loyalty card	47%
	Second preference: Recommendation	53%
First preference: Loyalty card	24%	
	Second Preference: Recommendation	25%
	Second Preference: 10% Discount when purchase more than 50€	75%

Source: Personal Elaboration

Table 5.7: Preference of Sales Promotion of Venere Clients According to Order

First preference: Recommendation	45%	
	Second preference: Loyalty card	65%
	Second preference 10% discount when purchase more than 50€	35%
First preference: Loyalty card	31%	
	Second Preference: Recommendation	61%
	Second Preference: 10% Discount when purchase more than 50€	39%
First preference: Discount when purchase more than 50€	24 %	
	Second preference: Loyalty card	50%
	Second preference: Recommendation	50%

Source: Personal Elaboration

5.3.2 Gift Cards

In the Characteristics of Beauty Salon Venere chapter it was already said, that they use gift cards as part of sales promotion. However, not all the clients of Venere know about the possibility of buying a gift card and for this reason there was a question about this tool in the questionnaire. The clients of other beauty salons were also asked if they would purchase a gift card. The goal was to find out if the gift cards in beauty salons are attractive for clients.

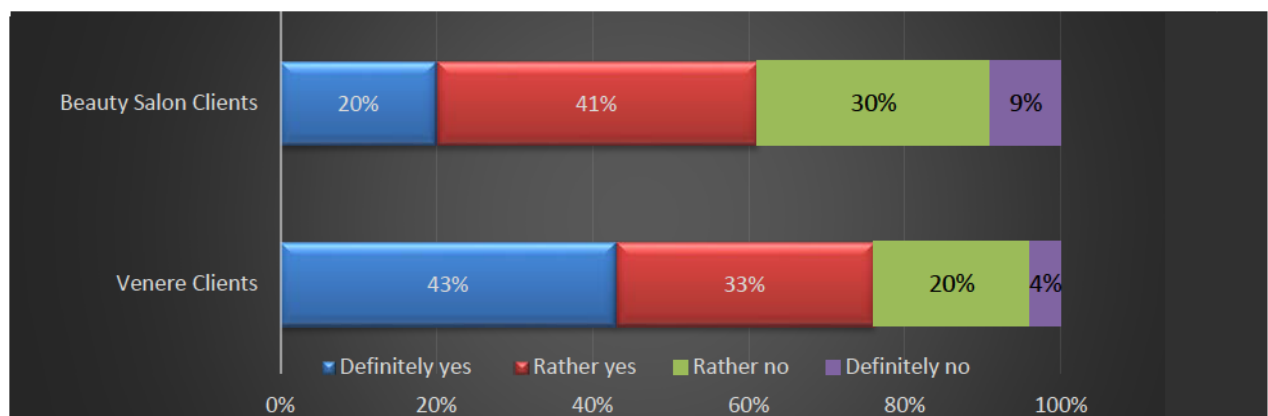


Figure 5.13: Preference of Gift Card of Beauty Salon Clients

Source: Personal Elaboration

The figure 5.13 illustrates the interest of clients in gift cards. The difference is that clients of Beauty Salon Venere were directly asked if they would purchase a gift card into the Beauty Salon Venere and the clients of other beauty salons were asked if they would purchase a gift card into the beauty salon in general.

5.3.3 Discount Online Portal Zlavomat

The both samples of respondents were asked if they do use the discount portal called Zlavomat. The goal of this question was to find out if the portal is popular between respondents or not. Subsequently, we can make a decision wheter it is beneficial to insert an advertising there or not.

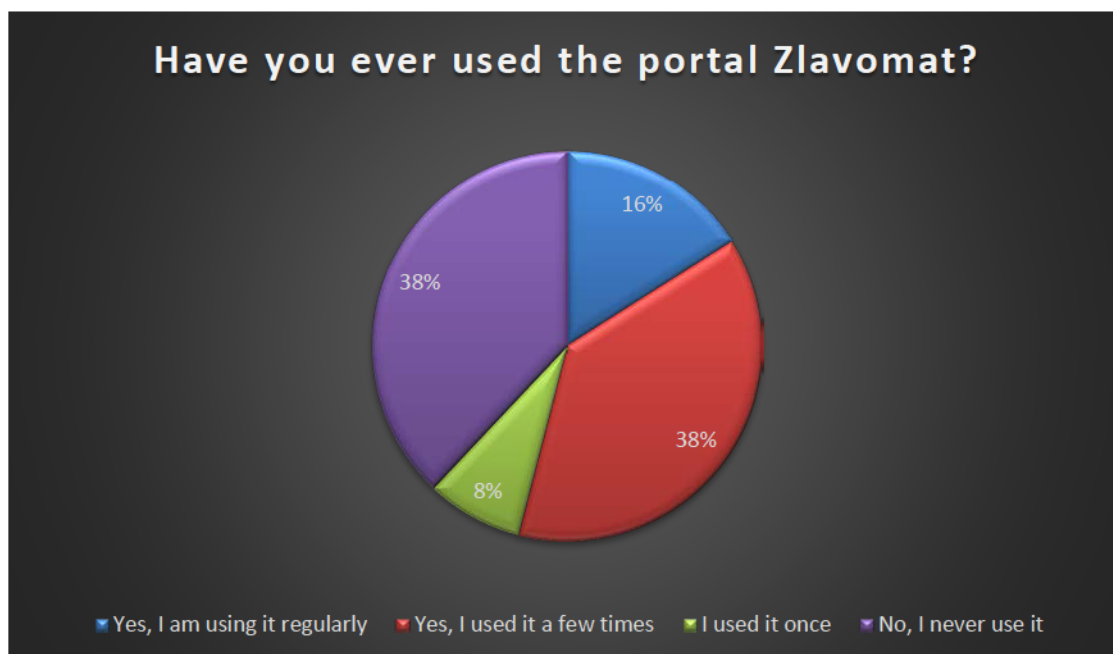


Figure 5.14: Usage of Zlavomat Portal of Beauty Salon Clients

Source: Personal Elaboration

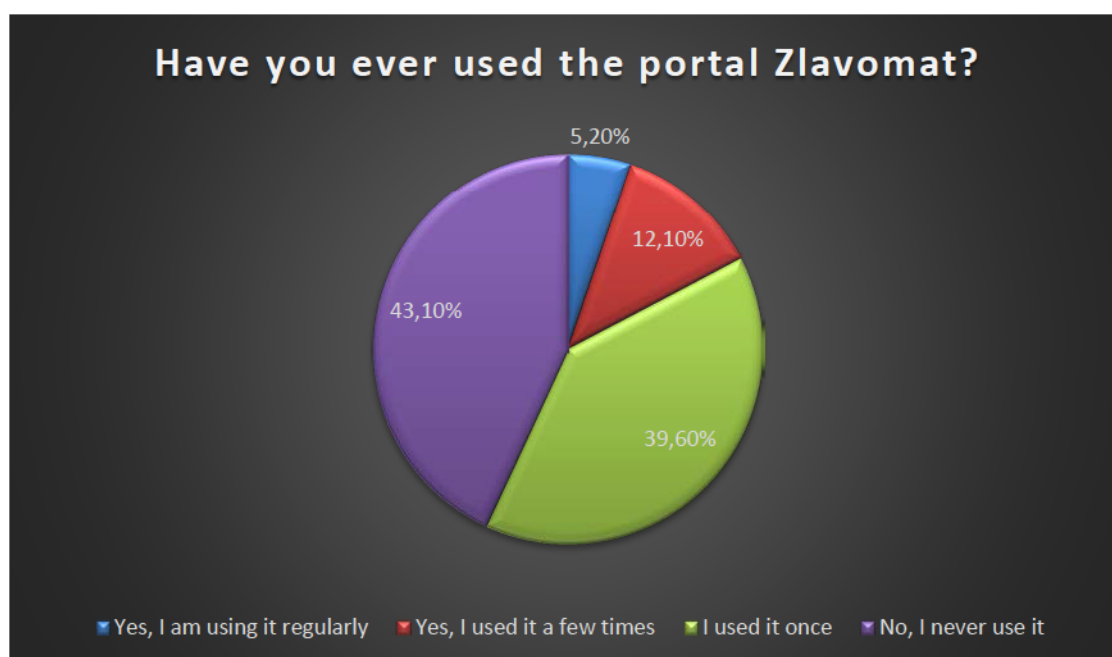


Figure 5.15: Usage of Zlavomat Portal of Venere Clients

Source: Personal Elaboration

According to analysis, only 5,2% of Beauty Salon Venere clients are the regular buyers of Zlavomat. 43,1% of clients had never used it. There are many clients (39,6%), who used it only once and never again. 12,1% used Zlavomat a few times.

Companies can promote a number of various services on Zlavomat. The goal was to find out it fit would be effective for Beauty Salon Venere. For this reason, there was question about preference of buying beauty salon services on Zlavomat. The clients of beauty salons were asked if the beauty salon services on Zlavomat would be attractive for them.

Table 5.8: Preferences of the portal Zlavomat of Beauty Salon Clients

	Beauty Salon Clients	Beauty Salon Venere Clients
Definitely yes	8%	12 %
Rather yes	37%	19%
Rather not	40%	29%
Definitely not	15%	40%

Source: Personal Elaboration

Based on the result of analysis, it is possible to conclude that using Zlavomat as a promotional tool would not be very effective for Beauty Salon Venere. There are not enough respondents who are using Zlavomat on a regular basis and also only for a small amount of clients would be the advertisement there attractive.

5.3.4 Facebook Competitions

Facebook competitions are popular tool of sales promotion used by many businesses because of low need of investment and potential large reach. Facebook users are motivated to share a post or tag people from their contact lists under the post because of possibility to win a product or service. The questionnaire investigated if the samples are fans of these competitions and if the competition for 30€ service in beauty salon would be attractive for them.

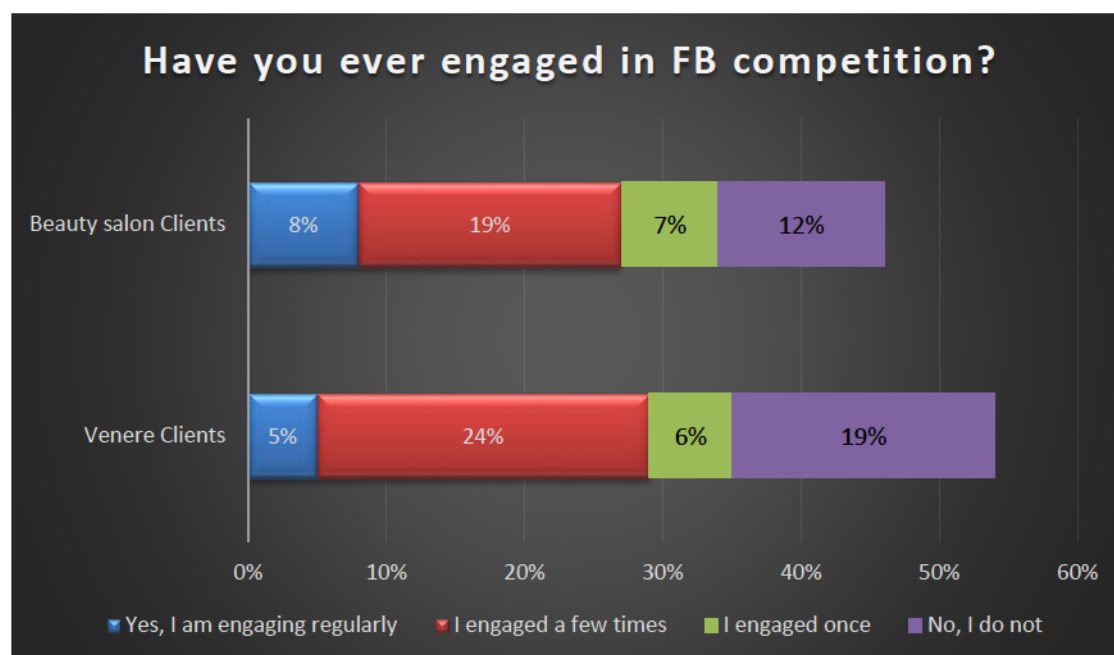


Figure 5.16: Engagement of Beauty Salon Clients in Facebook Competitions Source: Personal Elaboration

Based on the answers of respondents, 18% of beauty salons clients are engaging regularly and 40% engaged a few times in Facebook competitions. 9% of Beauty Salon Venere Clients are engaging on a regular basis and 43,1% engaged a few times. For these respondents might be a Facebook competition attractive. In the Figure 5.17 and Figure 5.18

there is illustrated the attitude of beauty salons clients to the attractiveness of the competition. The beauty salons clients were asked if the Facebook competition if the competition for 30€ beauty salon service would be attractive for them. For 40% of respondents would the competition definitately attractive and for 24% more likely attractive.

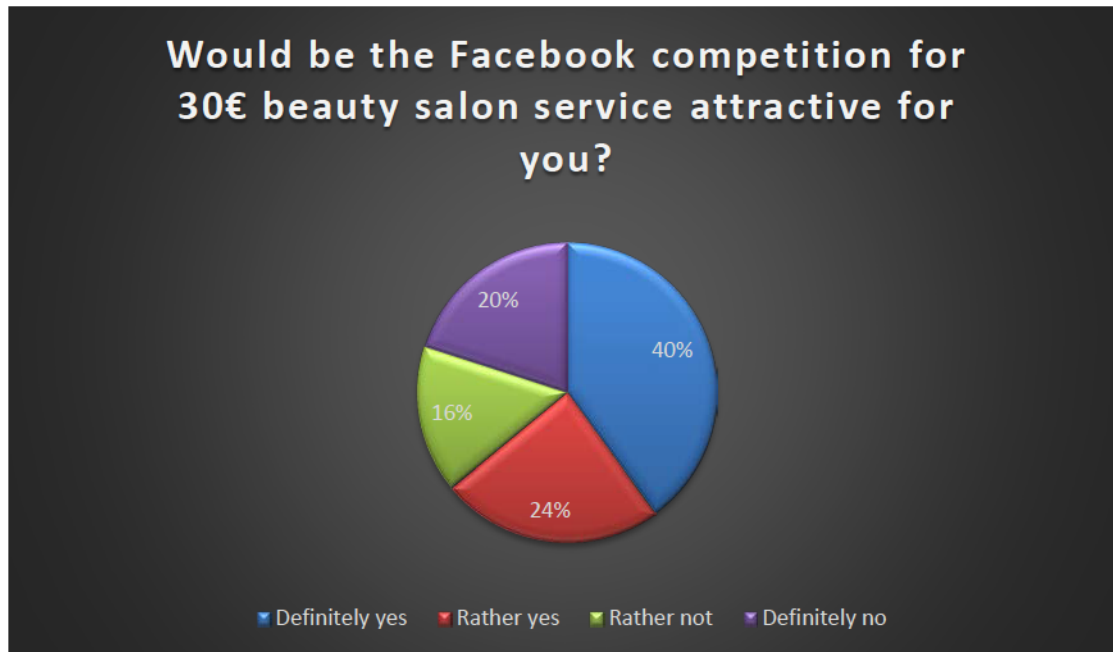


Figure 5.17: The Attractivity of Facebook Competitions for Beauty Salons Clients

Source: Personal Elaboration

For 43,1% of Beauty Salon Venere respondents would be the Facebook competition definitely attractive and for 29,3% would be more likely attractive. There is an opportunity to get to potential clients of Beauty Salon Venere through these already existing clients.

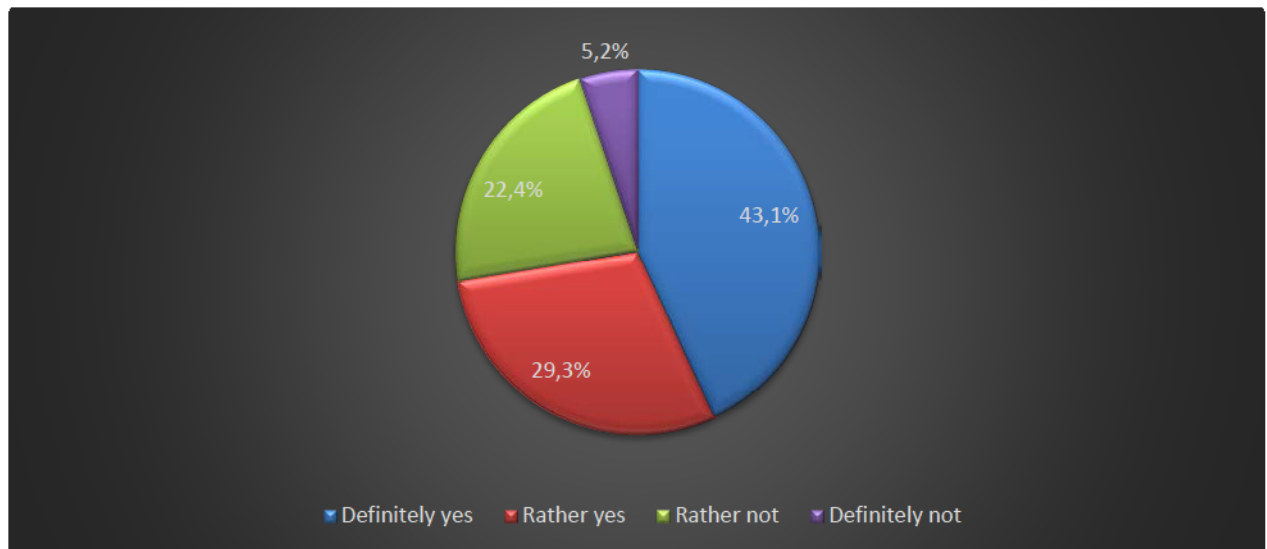


Figure 5.18: The Attractivity of Facebook Competitions for Beauty Salon Venere Clients

Source: Personal Elaboration

5.4 Awareness of Beauty Salon Venere

This question examined if the clients of other beauty salons in Zilina know about Beauty Salon Venere existence. The respondents, who know the Beauty Salon Venere were subsequently asked what was the primary source of their first contact with this salon.

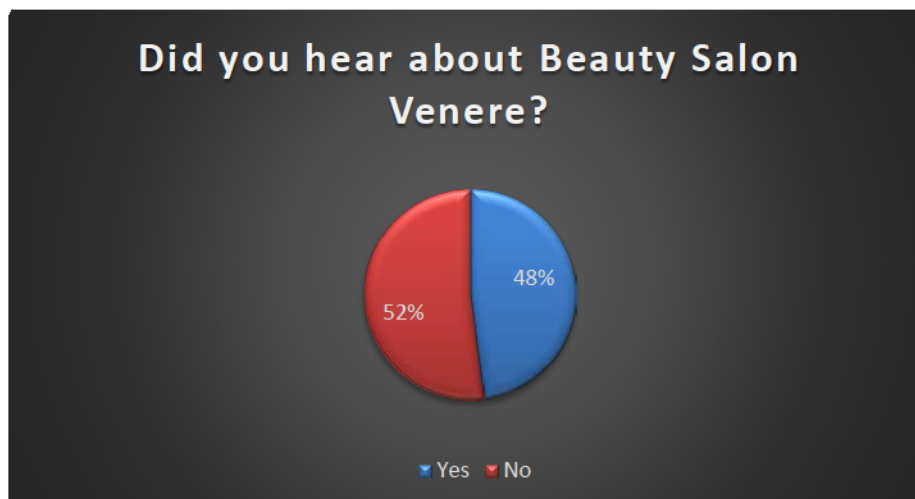


Figure 5.19: Awareness of Beauty Salons Clients about Beauty Salon Venere

Source: Personal Elaboration

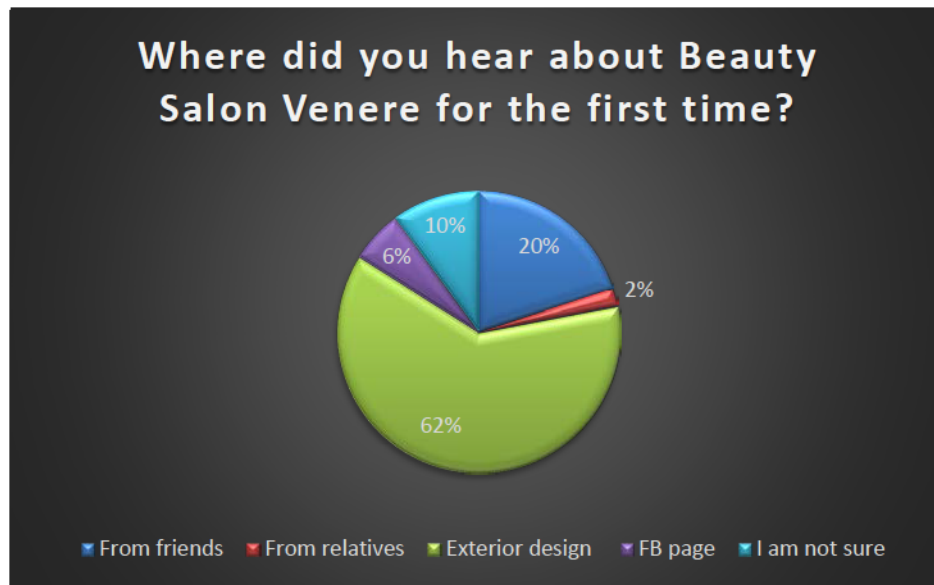


Figure 5.20: Primary Source about Beauty Salon Venere

Souce: Personal Elaboration

I was found out that the most popular primary source was the exterior design of the salon. The reason is propably a good location of the salon on frequented street of Zilina.

6 RECOMMEDATIONS

Based on the analysis of the questionnaire and interview with the owner of beauty salon, there are recommendations and proposals regarding communication mix of Beauty Salon Venere provided in this chapter. The suggestions are made to design marketing communications which will be effective and efficient.

6.1 Communication Target

The main activity of the salon is to provide services regarding to beauty such as hair-dressing, cosmetics, pedicure, and manicure. Therefore, the most important target market are adult women who care about their appearance.

The most important and numerous target group of the Beauty Salon Venere are working or studying women in age 40-49 from the Zilinsky region. A good quality for a good price is the key factor for them. They seek for a relaxing environment and professional and friendly service. On the other hand, their intention is to look their best and therefore they are looking for a service that perfectly matches their expectations. Individual and patient approach from the service is important.

6.2 Advertising Design

6.2.1 Exterior Design

Exterior design of beauty salon can include the window stickers, lighting advertising, or exterior decorations. Because the Beauty Salon Venere is located on frequent Spanyolova street, it would be useful to use elements of exterior design to attract people who are walking through this street and are not clients. Also, if a new client will discover beauty salon from another primary information source, thanks to exterior design the salon will be visible and easy to find for them.

According to analysis, 18% clients of beauty salons said, that they discovered their beauty salon thanks to exterior design. In regard to Beauty Salon Venere Clients, only 8,6% came into salon by being attracting by exterior design.

The current windows stickers are a little bit chaotic and unclear. As it is the very visible representation of the salon, new windows stickers were designed. After consultation with the printing company called Expresna Tlaciaren, we found out that the printing costs, removing the old stickers, and arranging the new stickers would make 400 euros.



Figure 6.1: Design of New Exterior Window Stickers

Source: Personal Elaboration

6.2.2 Logo Design

Logo is a symbol, or a combination of a symbol with a text, that the customer visually associates with a concrete business. Every business should have its own logo as a visual symbol of its own presentation. Furthermore, it should be used for different forms of promotion.

If the Beauty Salon Venere would like to create any type of promotion, especially advertising in future, it is necessary to have its own logo. Additionally, it can be used for

example for printing materials, such as leaflets or posters, for Facebook, for the website, etc. A design of the new logo designed in Adobe Photoshop is shown in the picture.



Figure 6.2: Design of New Logo for Beauty Salon Venere

Source: Personal Elaboration

6.2.3 Advertisement in Zilinsky Vecernik Newspapers

If Beauty Salon Venere has enough sources to invest into advertisement, investing into advertisement in Zilinsky Vecernik is the most recommended option from all the local newspapers. This decision is made based on fact, that majority of Beauty Salon Venere (41,4%) and 26% clients of other beauty salons are readers of this newspapers. It is known that this generation is not so digital as the younger one and that they prefer traditional form of getting information and that the advertisement in Zilinsky Vecernik could be a good chance for Venere.

It is important to take into consideration, that only 17,2% of Venere clients, and 24% of the second sample said that they would look into local newspapers when searching a new beauty salon. However, this source of information is highly preferred between older groups as they are not as digital as the younger generation. Advertising in Zilinsky Vecernik is a solid

chance to attract clients in age 50+ as 63% of clients in this age preferred to search for information about beauty salons in newspaper.

At first it is suggested to invest only into the area of advertisement 38x38mm, which costs 48€ (Vecernik, 2019). If the salon will see the results and will want to continue attracting new clients, they can enlarge the area or advertise repeatedly.

6.3 Sales Promotion Design

6.3.1 Gift Cards

According to analysis of the questionnaire it is definitely worth it to continue offering gift cards to clients. There are 43,1% Venere clients, who would definitely buy the gift card and 34,5% who would more likely buy. By questioning clients of other beauty salons, it was found out that 20% of them would definitely buy the gift card to beauty salon and 42% of them would more like buy.

However, it is necessary to align the design of the gift cards with new design of website, exterior, logo, etc. for keeping brand consistency. For printing reasons the colour is designed brighter than on exterior window stickers. For the beginning it is recommended to print 51 gift cards on a quality matt paper. The cost would be 22,44 € in the EI Print company.



Figure 6.3: Design of Gift Cards

Source: Personal Elaboration

6.3.2 Word-of-Mouth

The proposal is to offer existing clients a 50% discount on condition that they recommend the salon to friends or relative who will visit the salon afterwards. The 50% discount might seem as high investment, however it is expected that a certain percentage of newcomers will become a regular customers and therefore the investment will return within one year.

Every interpersonal communication is based on a personal contact or personal relationship between individuals. For people it is natural to share their experience with another. Therefore, if the services of Beauty Salon Venere will be recommended to potential clients based on personal relationship with existing client is a credible way of promotion.

To increase awareness between existing clients about this promotion Facebook fanpage of beauty salon will be used. The employees of the salon can also increase awareness by mentioning this information to customers. Finally, a short notice can be arranged in the notice board in the waiting room of the salon.

The suggestion is to run this sales promotion tool for a certain period one month. As all the Beauty Salon Venere respondents were willing to definitely recommend or more likely to recommend the service, it is expected that the campaign will be successful. One month should be enough and friendly for Venere budget.

6.4 Digital Marketing Strategy

6.4.1 Website Development

As it was mentioned in the theoretical part, the website is currently one of the most important marketing tools for promoting any business of any size and Beauty Salon Venere should not ignore this tool. The name of the domain should be clear. Therefore, www.venerezilina.sk is suggested. The domain www.salonvenere.sk would be better, however it is already occupied by the other salon with the same name in a different city of Slovakia. Zilina is the name of the city, where Venere operates and that is that is the reason why is it a good idea to use it in the domain.

In the pictures there is a proposal for design of the website including the home page, about us section, and then one page for all the services – hair dressing, cosmetics, manicure&pedicure.



Figure 6.4: Design of Homepage

Source: Personal Elaboration

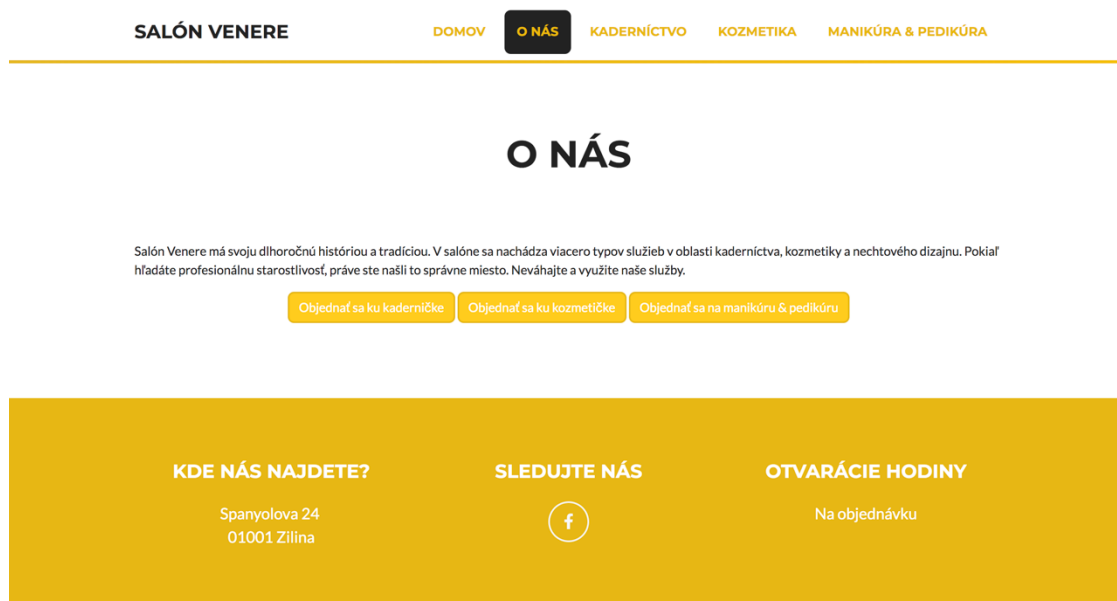


Figure 6.5: Design of „About us“ Page

Source: Personal Elaboration



Figure 6.6: Design of Manicure&Pedicure Page

Source: Personal Elaboration



Figure 6.7: Design of Hair-dressing Page

Source: Personal Elaboration



Figure 6.8: Design of Cosmetics Page

Source: Personal Elaboration

6.4.2 Social Media Marketing

Facebook

One of the most important and at the same time easiest steps that can help to achieve a business goal is to focus on communication via Facebook. For several reasons such as high user frequency, this resource is used by all other competitors, clear measurability of results, and it does not require any financial investment, only time investment. Although the Beauty Salon Venere already has a Facebook page, some of the competitors are more active. It is advisable to choose an original photo related to the service offered as it should attract the visitor at first sight.

As the analysis had shown, the respondents from both samples would be interested in the Facebook sharing competition. It is suggested to invest 30 € into the competition. The investment is supposed to bring financial compensation in the form of increase followers on the Facebook page and therefore new potential customers of the salon.

Regarding Facebook posts it is recommended to increase the activity and post with frequency at least two times per week. In content it is good to inform followers about current services which salon provides, news, add photos, or also share different articles from the world of beauty trends. He could also publish photos of existing customers. As nowadays many people like to share their photos on Facebook, the workers of the beauty salon can ask for a "tag" of the Beauty Salon Venere Facebook page and thus gain a wider range of followers. It is necessary to add important information about the salon, including a link to the website. A useful feature is setting of user circuit, which exceeds segment targeting. It is also important to respond as quickly as possible. If the Facebook reviews are negative, it is necessary to respond appropriately and politely. The fact that the salon is active on Facebook should be also visible on the other sources. Therefore, the new website will have pre- click into Facebook on the website homepage.

The great advantage of this tool is the possibility to measure and track various attributes and page popularity in the "Reports" section. Based on this, a communication goal will be to obtain at least twice the current number of "likes" (426 likes) at the salon profile on Facebook by the end of the first half of 2020.

Instagram

To set an Instagram account is recommended mainly because of high popularity between the respondents 64% of beauty salon clients and 69% of Venere clients are using Instagram. It is a modern tool for promotion focused on image publishing. This social networking site is mainly used through smartphones and regular activity is important here as well. Instagram is linked to Facebook, so posts could be added to both media at the same time. First of all, suitable material for publishing, such as the result of beauty salon work, interior of beauty salon, or information about the staff is needed.

It is also important to use "hashtags", which can be achieved by adding the "#" symbol before the selected word. It is a type of a keyword. Appropriately chosen hashtags and their abundance are useful when reaching a wide audience.

The name of the account could be @salonvenere as this account is free. It will be easy to find and remember.

6.4.3 Search Engines

As for a significant amount of respondents was the information source search engines such as Google popular, it is recommended to invest in Pay Per Click advertisement. This ad usually only appears to people searching for certain content related to the topic. The advertiser pays a certain amount only after the internet user's advertising clicks, not at the time it appears. After launching the website, it is suggested to contact the Netmarketer company located in Zilina for a consultation of Pay Per Click advertisement. The price of the consultation and creation of the campaign would be 290 €. To optimize the website in overall and make it more visible in search engines, appropriate keywords need to be chosen.

6.4.4 E-mail Marketing

Analysis provided in Figure 5.8 showed, that 14% of beauty salon clients would definitely like and 34% would more likely like to receive e-mail newsletter. Regarding Venere clients in Figure 5.9, 18% would definitely like to and 43% would more likely like to. E-mail database is an effective tool helping to stay in touch with customers. Beauty Salon Venere currently does not use any e-mail that can lead to losing of potential customers. E-mail should be visible on the website and on Facebook page as well in case that potential or also existing customers would like to ask something or to schedule an appointment. The domain on Google venere.zilina@gmail.com is free and recommended. For gathering an e-mail contacts from existing customers it is necessary to mention GDPR regulation about the processing of data. The suggestion is to use an online tool for e-mail campaigns creation Mailchimp that is free and easy to use for anybody. There are also free courses and e-mail templates for the business purposes. It is recommended to send a newsletter with special offers and news once a month to the database of contacts.

6.5 Plan of Implementation

The final step is to summarize all proposals in a table. The aim of each individual design was to find the least costly solution and to offer the salon a quality communication mix that does not require high investment, but still brings results.

Table 6.1 Plan of implementation

Activity	Price	Date	Type
Inserting new exterior stickers	400 €	Until 1.9.2019	Advertising
Start Using a New Logo	Free	1.9.2019	Advertising
Actualizing of Facebook Page	Free	15.9.2019	Digital marketing
Facebook Competition for 30€ voucher	30€	20.9. – 28.9.2019	Sales promotion
Setting up an Instagram account	Free	15.9.2019	Digital Marketing
Launching the website	56 € (for the domain)	1.9.2019	Digital Marketing
Creation of e-mail	free	15.9.2019	Digital Marketing
Creation of e-mail database in Mailchimp	free	15.9. – 15.10.2019	Digital Marketing
Creation of the first e-newsletter	free	1.11.2019	Digital Marketing
Pay Per Click Consultation	190 €	1.10.2019	Digital Marketing
Pay Per Click advertisement launching	120 €	7.10.2019	Digital Marketing
Discount for recommending a new clients/ Word-of-mouth campaign	Expected 300 €	1.2.2010- 28.2.2020	Sales Promotion
Advertisement in Zilinsky Vecernik	48 €	1.4.2020	Advertisement
Gift Cards Printing	22,44 €	1.9.2019	Sales Promotion

Source: Personal Elaboration

The final cost of the recommendations is approximately 1 166,44 €. The price is high as the Beauty Salon Venere did not use many of the tools of communication mix before. The investment is expected to return within one year as it is expected increase of clients. However, it depends on the owner of Beauty Salon Venere decision if they will invest into all the suggested communication mix tools.

7 CONCLUSION

The aim of this thesis was to design marketing communication for Beauty Salon Venere. To achieve this objective, it was necessary to understand marketing theory and how the communication works in the organisations on a deeper level. It was shown up, that however the salon was doing some marketing activities before, it did not have a stabilized structure. Some of the activities were beneficial, but not as effective as they could be. Or if the activities were successful, there was no clear follow-up, that is important for sustainability of the results. The proposed promotional activities were based on the previous analysis of Beauty Salon Venere marketing strategy and opinions from various respondents such as: clients of Venere and randomly chosen respondents, that visited other beauty salons in Zilina. Some forms of promotion have only been transformed to look more modern and consistent; other forms have been proposed as a completely new solutions. All the proposed solutions have been vastly discussed with the owner of the beauty salon presented in a friendly and informal way. Her previous perceptions were very helpful. At the end, she knew the beauty salon structure and marketing budget, and hers everyday communication with customers was helpful. When designing communication mix for the salon, the results of questionnaire analysis were taken into consideration. The main suggestions were a basic marketing tools, that every modern business should have, such as, an unified design of the: exterior, website, social media. The questionnaires suggested to implement an e-mail form of contact in addition to other methods. Suggestion to create and maintain the constant contact with costumers via social media was implemented as well. Owner of the Beauty Salon Venere should insert several advertisements to attract new clients. and was instructed how to work with sales promotion tools. Finally, there is a plan of implementation including the proposed tools of communication mix, timeline, and marketing costs provided in the table.

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In Ostrava on 12. 07. 2019

Gabriele Urbaníková

.....
Gabriele Urbaníková

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ANNEXES

Annex 1: Pricing list of Hair-dressing services

VENERE PRICING

Hairdresser's

Service	Hair Type	
		Short /Medium /Long
Men Haircut	from 6 €	
Men Haircut (including washing)	from 7 €	
Women's cutting (with washing)	from 13/14/16 €	
Blowing (washing, blowing, styling)	from 10/12/14 €	
Men highlights	from 16 €	
Women highlights	from 19/23/28 €	
Women highlights with a cut	from 23/27/32 €	
Women highlights demanding	from 24/ 28/ 33 €	
Women highlights (with stretch)		from 26/30/35 €
Coloring	from 19/22/25 €	Colouring(with cut)from 22/24/26 €
Staining	from 27/32/36 €	
Staining (with cut)	from 30/35/41 €	
Permanent Style	from 23/27/33 €	
Brazilian Keratin	80/100 €	
Reconstruction Cure	from 17/20/23 €	
Special Hairstyle (simple)	from 20 €	
Special hairstyle (complex)	from 25 €	

* For excessive consumption of material (colour)

$$1 \text{ gram} = 0.5 \text{ €}$$

Price List valid from 1.5.2019

Annex 2: Pricing of Cosmetics

VENERE PRICING

Cosmetics

Daily makeup Styling	15€
Wedding Makeup Styling + Test	30 €
Skin Cleaning	20 €
Face Massage	20 €
Complete skin treatment	25 €
Collagen treatment	35 €
Anti-migraine Massage	9 €
Adjustment of eyebrow-tearing	2.5 €
Adjustment of eyebrow-wax	2.5 €

VAX

Small above lip + Chin	3.5 €
Cheeks + Chin	4.5 €
Full legs	17 €
Bikini	8 €
Underarm	6 €
Forearm	7 €
Full hands	9 €
Neck	5€

SPECIAL SKIN TREATMENT

Aha Cure Chilli + Cleaning	25 €
Mesotherapy Dermaroller	50 €
Mesotherapy Machine	20 €
Chemical Peeling	25 €
Ironing Calvanic SPA II	5 €
Dermapen	40 €

PERMAMENT

Full Eyebrows	100 €	Lips Filling	4 x 200 €
Lips	130 €		

Annex 3: Pricing List of Manicure&Pedicur

Price List Pedicure

Wet Pedicure	16 €
Spa Pedicure	14.5 €
French Lacquing	3 €
Paraffin footwrap	5 €
Warm foot wrap	2 €
Footmask	3 €
Treatment of Zarast.Nail	5 €
Gel- Footlacquer	17 €
Nail Painting	5 €
Decorative Nail Painting	0.4 €
Naildevarnilacing	0.5 €
Foot Peeling	2 €
Tibia massage 20 min	4 €
Nail Cutting	8 €
BS Clamp 1 hp	15 €
Gel decorating	22 €
Gel Topping-Decorating	20 €
Stretching the nail gel	15 €
Lacquer CND	17 €
IBX-System	10 €
Classic Manicure	10 €
Japanese manicure	10 €
Regenerative manicure	8.3 €

French Manicure	5 €
Wellness Manicure	11 €
Paraffin handwrap	4.5 €
Hand Peeling	3 €
Hand Massage	3 €
Decorating varnish	2 €
Gel-Varnish hands	13 €
Coated with gel	10 €
Removal of Gel Nails	7 €
Hand Treatment-peeling, massage	12 €

Annex 4: Questionnaire for the Clients of Beauty Salons in Slovak Language

Dobrý deň,

Som študentkou tretieho ročníka odboru Marketing a Obchod na Ekonomickej fakulte VŠB-TUO. Touto cestou by som Vás rada požiadala o vyplnenie dotazníku, ktorého výsledky budú spracované v mojej bakalárskej práci na tému Návrh marketingovej komunikácie pre salón krásy. Dotazník je anonymný a zaberie Vám približne 5 minút.

Vopred ďakujem za vyplnenie a za Váš čas.

Gabriela Urbaníková

1. Ako často využívate služby salónov krásy?

- a) Viac ako raz za mesiac
- b) Raz za mesiac
- c) Raz za dva mesiace
- d) Raz za štvrtrok
- e) Dva krát ročne
- f) Raz ročne
- g) Menej často

2. Odkiaľ ste sa prvýkrát dozvedeli o salóne krásy, ktorý navštevujete?

- a) Odporúčenie od rodiny, príbuzných
- b) Odporúčenie od priateľov, alebo známych
- c) Vonkajšie označenie salónu (osobne)
- d) Z Facebook stránky salónu
- e) Iné, napíšte

3. Zoradte nasledujúce výhody, ktoré by Vám salón krásy ponúkol podľa atraktivity (1. = prvá preferencia, 2. = druhá preferencia, 3. = tretia preferencia).

- a) Zľava 10% pri zakúpení služieb drahších ako 50 eur
- b) Pri každej desiatej návšteve zľava 10%
- c) Zľava 50% pri odporúčení nového zákazníka, ktorý salón navštívi

4. Označte prosím maximálne tri zdroje, kde by ste hľadali informácie pri výbere salónu krásy:

(Zakrúžkujte.)

- a) Na plagátoch, alebo v letákoch
- b) V lokálnych novinách/časopisoch
- c) V lokálnom rádiu
- d) Na sociálnych sieťach (napr. Facebook)
- e) Pomocou internetového vyhľadávača (napr. Google)
- f) Odporúčenie od známych

5. Čítate niektoré z nasledujúcich lokálnych novín? Označte krížikom. Poprípade doplňte ďalšie.

	Áno	Nie
Žilinský Večerník		
MY Žilinské Noviny		
Noviny Žilinec		

Iné:

6. Ste poslucháčom, niektorej z nasledujúcich lokálnych staníc? Označte krížikom. Poprípade doplňte ďalšie.

	Áno	Nie
Rádio Frontinus		
Rádio ZET		
Rádio Rebeca		
Rádio X		

Iné:

7. Aké sociálne siete navštevujete? Zakrúžkujte.

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) Žiadne
- f) Iné, uveďte:.....

8. Zakúpili by ste poukážku do salónu krásy ako darček pre známu/známeho?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

9. Zapojili ste sa už niekedy do súťaže typu „Zdieľaj a vyhraj!“ na Facebooku?

- a) Áno, do súťaží sa zapájam pravidelne
- b) Áno, už som sa pár krát zapojil/a
- c) Zapojil/a som sa raz
- d) Nie

10. Zapoji by ste sa do súťaže typu „Zdieľaj a vyhraj!“ na Facebooku o 30-eurovú poukážku do salónu krásy?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

11. Dozvedali by ste sa radi o novinkách a špeciálnych ponukách salónu krásy prostredníctvom mesačného e-mailového newsletteru?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

12. Použili ste niekedy internetový zľavový portál www.zlavomat.sk?

- a) Áno, používam pravidelne
- b) Áno, už som pár krát použil
- c) Použil som raz
- d) Nie

13. Bola by pre Vás zľava do salónu krásy na zľavovom portále www.zlavomat.sk atraktívna?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

14. Aký salón krásy navštevujete?

.....

15. Poznáte Salóne Venere?

- a) Áno
- b) Nie

16. Ak Salón Venere poznáte, kde ste o ňom prvý krát počuli?

- a) Od rodiny, príbuzných
- b) Od priateľov, alebo známych
- c) Vonkajšie označenie salónu (osobne)
- d) Z Facebook stránky salónu
- e) Nie som si istá/ý
- f) Iné, napíšte

Annex 5: Questionnaire for Beauty Salons Clients in English

Dear respondents,

I am a student of the Department of Marketing and Business at the economics faculty of the VŠB-TUO. I would like to ask you to fill out a questionnaire, the results of which will be processed in my bachelor's work in topic Design of Marketing communications for Beauty Salon. The questionnaire is anonymous and takes about 5 minutes.

Thank you in advance for filling in and for your time.

Gabriela Urbanikova

1. How often do you use beauty salons services?

- a) More than once a month
- b) Once a month
- c) Every two months
- d) Once a quarter
- e) Two times a year
- f) Once a year
- g) Less often

2. Where did you first hear about the beauty salon that you visit?

- a) Recommendations from family, relatives
- b) Recommendations from friends
- c) Exterior design (in person)
- d) From the Facebook page
- e) Other

3. Sort the following benefits that the beauty salon would offer to you by attraction (1. = First preference, 2. = Second preference, 3. = Third preference).

- a) 10% discount on purchase of more expensive services than 50 €.....
- b) Loyalty card -for every tenth visit 10% discount.....
- c) Discount 50% when recommending a new customer that will visit the salon

4. Please indicate a maximum of three sources where you would look for information when choosing a beauty salon:

(Circle.)

- a) On the posters or leaflets
- b) In local newspapers/journals
- c) In the local radio
- d) Social networks (e.g. Facebook)
- e) Using an Internet search engine (e.g. Google)
- f) Recommendations from friends

5. Are you reading some of the following local newspapers? Mark.

	Yes	Not
Zilina Evening		
MY Žilina Newspaper		
The newspaper Žilinec		

Other:.....

6. Are you a listener, one of the following local stations? Mark.

	Yes	Not
Radio Frontinus		
Radio ZET		
Radio Rebeca		
Radio X		

Other:.....

7. What social networks do you use? Circle.

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) No
- f) Other, specify:.....

8. Would you buy a voucher for a beauty salon as a gift for family or friends?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

9. Have you ever participated in the Sharing Facebook Competition?

- a) Yes, I participate regularly
- b) Yes, I have already participated a few times
- c) I participated once
- d) I did not

10. Would you participate in the Sharing Facebook Competition for a 30-euro voucher for a beauty salon?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

11. Would you like to stay informed about the news and special offers of beauty salon through a monthly email newsletter?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

12. Have you ever used an Internet discount portal www.zlavomat.sk?

- a) Yes, I use a regularly
- b) Yes, I already used a few times
- c) I used once
- d) Not

13. Would you have a discount in the beauty salon on the discount portal www.zlavomat.sk attractive?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

14. Which beauty salon do you visit?

.....

15. Do you know the salon of Venere?

- a) Yes
- b) Not

16. If you know the salon, where did you hear the first time?

- a) From family, relatives
- b) From friends or acquaintances
- c) Exterior design (personally)
- d) From the Facebook page
- e) I'm not sure
- f) Other, write.....

17. Your age is:

- a) 18-29
- b) 30-39
- c) 40-49
- d) 50-59
- e) 60 or more

18. What is your highest education?

- a) Elementary
- b) High School without a baccalaureate
- c) Secondary school with baccalaureate
- d) University

19. What is your current status?

- a) Student
- b) Employed
- c) Entrepreneur
- d) Unemployed
- e) On maternity leave

Annex 6: Questionnaire for Beauty Salon Venere Clients in Slovak Language

Dobrý deň,

Som študentkou tretieho ročníka odboru Marketing a Obchod na Ekonomickej fakulte VŠB-TUO. Touto cestou by som Vás rada požiadala o vyplnenie dotazníku, ktorého výsledky budú spracované v mojej bakalárskej práci na tému Návrh marketingovej komunikácie pre salón krásy. Dotazník je anonymný a zaberie Vám približne 5 minút.

Vopred ďakujem za vyplnenie a za Váš čas.

Gabriela Urbaníková

1. Ako často využívate služby Salónu Venere?

- a) Viac ako raz za mesiac
- b) Raz za mesiac
- c) Raz za dva mesiace
- d) Raz za štvrtrok
- e) Dva krát ročne
- f) Raz ročne
- g) Menej často

2. Odkiaľ ste sa prvýkrát dozvedeli o Salóne Venere?

- a) Odporúčenie od rodiny, príbuzných
- b) Odporúčenie od priateľov, alebo známych
- c) Vonkajšie označenie salónu (osobne)
- d) Z Facebook stránky salónu
- e) Iné, napíšte

3. Odporučili by ste Salón Venere svojim známym?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

4. Zoradte nasledujúce výhody, ktoré by Vám Salón Venere ponúkol podľa atraktivity.

- a) Zľava 10% pri zakúpení služieb drahších ako 50 eur
- b) Pri každej desiatej návšteve zľava 10%
- c) Zľava 50% pri odporúčení nového zákazníka, ktorý salón navštívi

5. Označte prosím maximálne tri zdroje, kde by ste hľadali informácie pri výbere salónu krásy:

(Zakrúžkujte)

- a) Na plagátoch, alebo v letákoch
- b) V lokálnych novinách/časopisoch
- c) V lokálnom rádiu
- d) Na sociálnych sieťach (napr. Facebook)
- e) Pomocou internetového vyhľadávača (napr. Google)
- f) Odporúčenie od známych

6. Čítate niektoré z nasledujúcich lokálnych novín? Označte krížikom. Poprípade doplňte ďalšie.

	Áno	Nie
Žilinský Večerník		
MY Žilinské Noviny		
Noviny Žilinec		

Iné:

7. Ste poslucháčom, niektorej z nasledujúcich lokálnych staníc? Označte krížikom. Poprípade doplňte ďalšie.

	Áno	Nie
Rádio Frontinus		
Rádio ZET		
Rádio Rebeca		
Rádio X		

Iné:

8. Aké sociálne siete navštevujete?

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) Žiadne
- f) Iné, uveďte:.....

9. Ste fanúšikom Facebook stránky Salónu Venere? Ak áno, ako často stránku navštevujete?

- a) Áno, stránku navštevujem aspoň raz týždenne
- b) Áno, stránku navštevujem menej často ako raz za týždeň
- c) Áno, stránku nenavštevujem
- d) Nie som fanúšikom

10. Zapojili ste sa už niekedy do súťaže typ „Zdieľaj a vyhraj“ na Facebooku?

- a) Áno, do súťaží sa zapájam pravidelne
- b) Už som sa pár krát zapojil/a
- c) Zapojil/a som sa raz
- d) Nie

11. Zapojili by ste sa do súťaže typu „Zdieľaj a vyhraj“ na Facebooku o 30-eurovú poukážku do Salónu Venere?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

12. Zakúpili by ste poukážku do salónu ako darček pre známu/známeho?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

13. Dozvedali by ste sa radi o novinkách a špeciálnych ponukách Salónu Venere prostredníctvom mesačného e-mailového newsletteru?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

14. Použili ste niekedy internetový zľavový portál www.zlavomat.sk?

- a) Áno, používam pravidelne
- b) Áno, už som pár krát použil
- c) Použil som raz
- d) Nie

15. Bola by pre Vás zľava do Salónu Venere na zľavovom portále www.zlavomat.sk atraktívna?

- a) Určite áno
- b) Skôr áno
- c) Skôr nie
- d) Určite nie

16. Váš Vek je:

- a) 18-29
- b) 30-39
- c) 40-49
- d) 50-59
- e) 60 a viac

17. Pohlavie:

- a) Muž
- b) Žena

18. Aké je Vaše najvyššie dosiahnuté vzdelanie?

- a) Základné
- b) Stredná škola bez maturity
- c) Stredná škola s maturitou
- d) Vysokoškolské

Annex 7: Questionnaire for Beauty Salon Venere Clients in English

Dear clients,

I am a student of the Department of Marketing and Business at the economics faculty of the VŠB-TUO. I would like to ask you to fill out a questionnaire, the results of which will be processed in my bachelor's thesis in topic Design of Marketing Communications for the Beauty Salon. The questionnaire is anonymous and takes approximately 5 minutes.

Thank you in advance for filling in and for your time.

Gabriela Urbanikova

1. How often do you use the services of Beauty Salon Venere?

- a) More than once a month
- b) Once a month
- c) Every two months
- d) Once a quarter
- e) Two times a year
- f) Once a year
- g) Less often

2. Where did you first hear about the salon of Venere?

- a) Recommendations from family, relatives
- b) Recommendations from friends
- c) Exterior design (personally)
- d) From the Facebook page
- e) Other, write.....

3. Would you recommend the salon to your friends?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

4. Sort the following benefits, which would offer you the salon for the attraction.

- a) 10% discount on purchase of more expensive services than EUR 50.....
- b) For every tenth visit 10% discount.....
- c) Discount 50% When recommending a new customer that the salon will visit.....

5. Please indicate a maximum of three sources where you would look for information in choosing a beauty salon:

(Circle).

- a) On posters or leaflets
- b) In local newspapers/journals
- c) On the local radio
- d) On social networks (e.g. Facebook)
- e) Using an Internet search engine (e.g. Google)
- f) Recommendations from known

6. Are you reading some of the following local newspapers? Mark.

	Yes	Not
Zilinsky Vecernik		
MY Žilina Newspaper		
The newspaper Žilinec		

Other:.....

7. Are you a listener, one of the following local stations? Mark.

	Yes	Not
Radio Frontinus		
Radio ZET		
Radio Rebeca		
Radio X		

Other:.....

8. What social networks do you use?

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) None
- f) Other, specify:.....

9. Are you a fan of the Facebook page of Salon Venere? If so, how often do you visit the page?

- a) Yes, I visit at least once a week
- b) Yes, I visit less often than once a week
- c) Yes, I don't visit the site
- d) I'm not a fan

10. Have you ever participated in the Facebook Sharing Competition?

- a) Yes, I participate regularly in competitions
- b) I have already joined a few times
- c) I joined once
- d) Not

11. Would you like to participate in the Facebook Sharing Competition for 30 Euros voucher for the beauty salon?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

12. Would you buy a gift card to beauty salon as a gift for a friends or family?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

13. Would you like to stay informed about the news and special offers of Salone Venere via a monthly email newsletter?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

14. Have you ever used the internet discount portal www.zlavomat.sk?

- a) Yes, I use regularly
- b) Yes, I already used a few times
- c) I used once
- d) No

15. Would you have a discount on the discount portal www.zlavomat.sk attractive for you?

- a) Definitely yes
- b) Rather yes
- c) Rather not
- d) Certainly not

16. Your age is:

- a) 18-29
- b) 30-39
- c) 40-49
- d) 50-59
- e) 60 or more

17. What is your highest educational attainment?

- a) Basic
- b) High School without a baccalaureate
- c) Secondary school with graduation
- d) Higher

18. What is your current status?

- a) Student
- b) Employed
- c) Entrepreneur (OSINC)
- d) Unemployed
- e) On maternity leave